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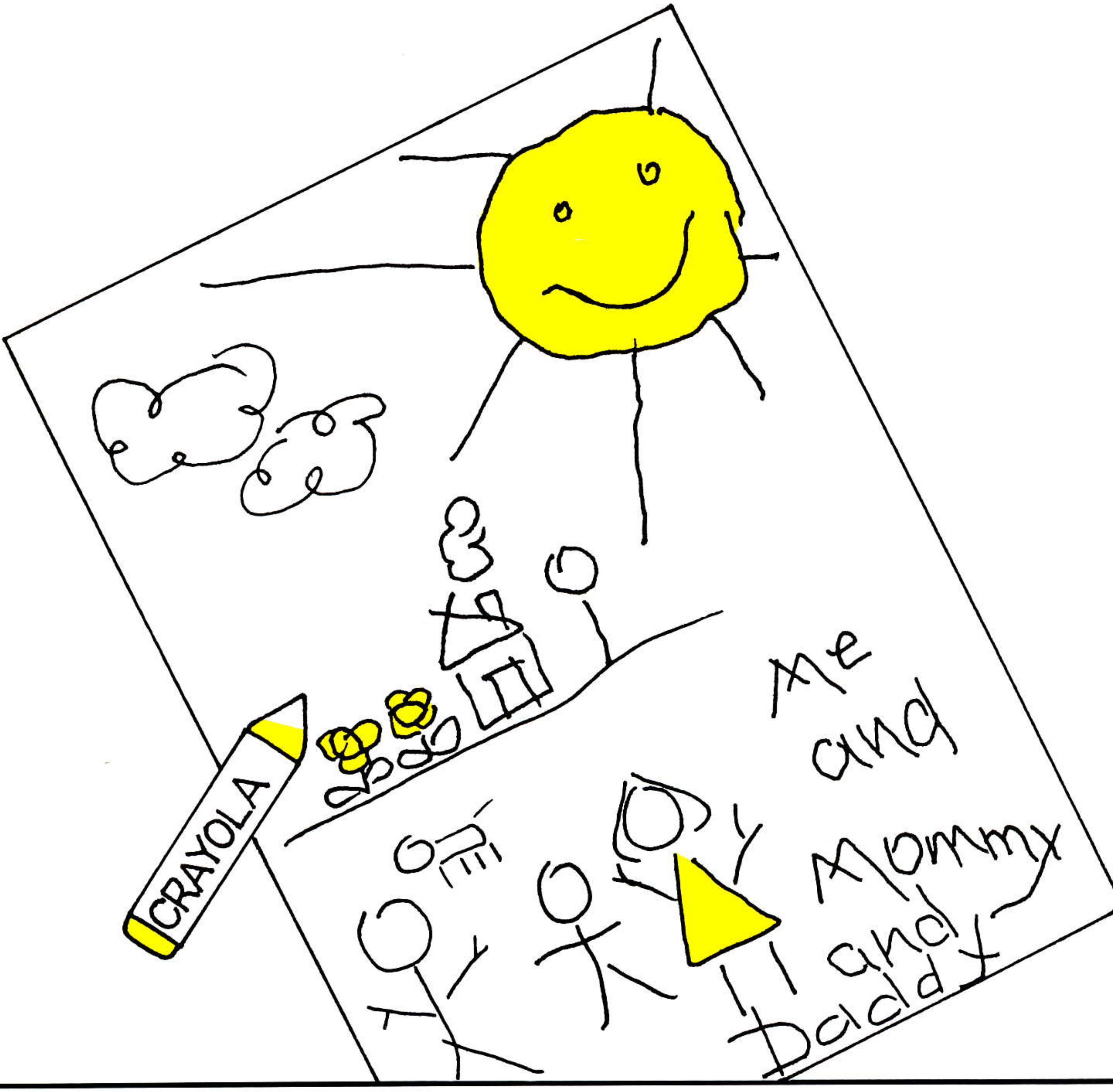

CRAYOLA
Me
and
Mommy
and
Daddy

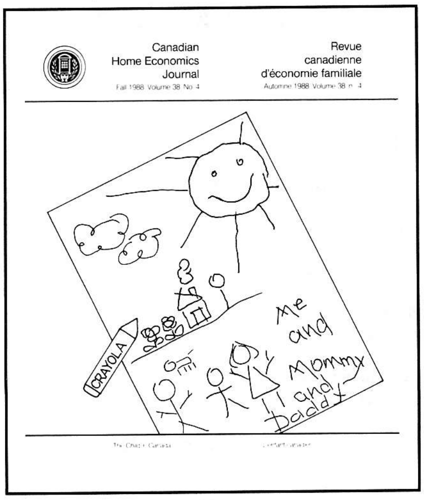
The Child in Canada

L'enfant canadien

Canadian Home Economics Journal

Revue canadienne d'économie familiale

Fall 1988 Volume 38 No. 4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Cover design by Mary Katherine Schmidt BFA, symbolizes life's experience culminating in the prudent wisdom of old age.

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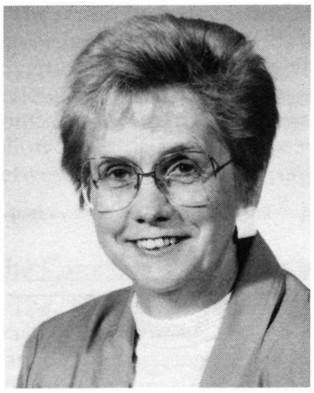

About Our New President

Barbara Cousens obtained a BHE from the University of British Columbia, a Dietetic Internship from the Vancouver General Hospital, and a professional teaching certificate from British Columbia and Alberta. She received her MA from the University of Calgary in the area of Adult Education, with research focused on Functional Illiteracy — The Alberta Government's Response 1973-1986.

Barbara is past president of both the Calgary branch and the Alberta Home Economics Associations. She was co-chair of the CHEA Conference '78 and served on the CHEA Board as Regional Director for Alberta from 1987 to 1980. Barbara was awarded the honor as "Fellow of the Alberta Home Economics Association" in 1984.

Currently, Barbara is employed as a Technical Communications Instructor at The Southern Alberta Institute of Technology in Calgary, Alberta.

President's Message

As the new president of the Canadian Home Economics Association, I accept the 'Chain of Office' with a sense of dedication and challenge. I view the next two years as a time for reflection of past achievements and the projection of our field of expertise to fit the needs of the future, thus providing direction for the association in the next decade. This new direction, I feel, will form the basis for a greater unification for home economics in Canada.

Reflection

The research of CHEA history has been completed and the writing is well underway. A large number of our members are working to prepare the CHEA 50th anniversary publication for distribution at our Golden Anniversary Celebration in Winnipeg in July 1989. This is a valuable exercise for CHEA, for it is wise to delineate and assess the accomplishments of the past in order to build upon them as we plan for the future.

Projection

The CHEA Conference '88 held in Guelph was challenging. The theme "Towards 2000" brought us to the threshold in thinking of the future. The literature abounds with forecasts for the future. What will be the concerns and needs of the society in the year 2000 that can best be addressed by the profession of home economics? How can the individual home economist and the association prepare for the changes that lie ahead? I call upon the home economics futurists to step forward and to address their efforts to topics such as: what will be the model of the home eonomics professional; of what will the family unit consist; what will be the purpose and role of a professional organization in the year 2000?

Direction

A review of the past and a projection of our knowledge of the future makes it clear that a new direction for CHEA is imperative. Scientific and technological advances have made marked changes in the training and to the 'world of work' of a home economist. The effect of these changes can be seen in the new curricula at the high school level; name changes and closures at the university level; significant reduction in CHEA membership. It is essential that an active, viable association be shaped to address the future.

Technological advances in the area of communications over the past two decades brought the rest of the world into our living rooms. CHEA responded by becoming actively involved in international development and changing our mission to encompass "quality of life for individuals and families in Canada and the developing world." CHEA holds a respected position on the international scene, with our successful twinning projects and our partnership with CIDA. As well, Doris Badir, (past president of CHEA) is now the president of IFHE. In the future, a greater emphasis will be placed upon the identification and implementation of strategies with other governmental organizations so that we are able to utilize the CIDA-CHEA partnership model to better serve the needs of Canadian individuals and families.

New directions for the home economics associations in Canada must involve the federation of all home economists under one association with membership at all levels (local, provincial, national). The implementation process will necessitate changes at all levels of the organization and will involve a concerted effort on the part of all members. A referendum on federation will take place in the Spring of 1989. I challenge every home economist to become involved in the process at the local level.

Unification

Changes in the training and field of practice have resulted in a high degree of specialization and subsequent diversification of the professionals and their perceived needs. Closer linkages and unification are necessary among all who share a common goal, be they practitioners, researchers, teachers, academic staff, or student. We must strive to serve the needs of all home economists who work within the traditional role as well as those who chose to use home economics as a base for other fields of endeavor. This unification and linking process will intensify the need for increased dialogue between groups and among all of the home economists in Canada!

Interaction at the local level, utilization of the National Board for a true use of the democratic process by increased member input, and the use of the CHE Journal and Rapport as vehicles for dialogue, will be imperative as the CHEA reflects, projects, directs, and unifies for the decade ahead and the year 2000.

As your new president, I challenge you to take part in the reshaping of your association and setting the direction for the future. I await your response and your input!

The Design and Manufacture of Clothing For The Disabled

by Donna Colter

Abstract

This research project examined sportswear designs for disabled women in wheelchairs. Providing clothing for disabled people has been a continuous problem. Research has focused on various areas of special needs such as range of movement, physical disabilities, and styles suitable to needs. Until now, no research has looked at the possibility of manufacturing ready-to-wear garments that attend to basic special needs. It is suggested that production costs are not the limiting factor. Ready-to-wear clothes suitable for the disabled requires capital for imaginative marketing techniques.

Résumé

Ce projet de recherche examine les modèles de vêtements sport pour les femmes handicapées confinées à un fauteuil roulant. L'habillement étant un problème constant pour les handicapés, la recherche s'est penchée sur divers aspects de leurs besoins spéciaux tels portée de mouvement, incapacités physiques et styles appropriés. Jusqu'à maintenant, aucune étude n'avait examiné la possibilité de fabriquer des vêtements prêts à porter pour répondre aux besoins de base spéciaux. On suggère que les coûts de production ne sont pas des facteurs restrictifs. La conception de vêtements prêts à porter pour handicapés exige des fonds pour mettre au point des techniques de commercialisation imaginatives.

Donna Colter, Edmonton, Alberta, is a 1988 graduate from the University of Alberta's Faculty of Home Economics.

Editor's Note: This paper was the 1988 first place winner of the Elizabeth Feniak Award for Excellence in Writing, sponsored by the Canadian Home Economics Association in cooperation with the Canadian Home Economics Journal.

This research united the writer's interest in clothing for the disabled with commercial production. The object of combining these interests was to gain more experience and knowledge in the production process as well as work with appropriate design for a needy segment in society that does not generally have suitable fashions available to them.

Throughout this paper, disabled design refers to the designs obtained from industry that have been suitably altered to fit women in wheelchairs, as opposed to original design which refers to the original contemporary designs of a local manufacturer. The patterns for a jacket, pant, and skirt were obtained and altered according to available research methods, after which the production costs were assessed. The result showed that suitable and fashionable designs for general disabilities are feasible in terms of production costs.

The disabled designs specifically dealt with the sitting posture, where the figure problems are rounded shoulders, convex back, and concave front. The constant sitting posture creates ill-fitting skirt or pant garments which are bulky in the front rise and lack material in the back rise. Wheelchair users include people who are disabled because of muscular dystrophy, multiple sclerosis, spinal cord injuries, and cardio-vascular accidents (Shannon & Reich, 1980). These disabled consumers are of every adult age, live in private homes, and both short-term and long-term care facilities. Kernaleguen (1980) stated that research and information on disabled design is scattered and fragmented. This also holds true for the information and research into manufacturing designs for specific disability groups.

Manufacturing does depend on the available market. Hoffman (1979) said that in 1972 there were eleven million physically handicapped women in America. A portion of these women are wheelchair users. With the passage of fifteen years, and the aging of society in general, the size of this market segment has increased. Shannon (1987) says that the 1986 Canadian estimate is that one out of eight Canadians is disabled. Again, not all a wheelchair users but both men as well as women live in a sitting position and will benefit from disabled design principles undertaken in this project.

There is a market available that can be reached through manufacture. This writer believes that basic design elements for the wheelchair user will meet the garment needs of many disabled consumers.

In the recent past, disabled people have been encouraged to pay for costly custom designed and constructed garments specific to individual needs (McKay, 1984). The only alternatives to this are to alter (RTW) garments or "make-do" with whatever fashions are available.

Research shows that clothing is a tangible expression of personal values (Horn, 1975) and is recognized as one of the symbols of communication that lead to social acceptance (Hoffman, 1979). Hoffman also says the disabled want to look as well dressed as anyone else and want to have "classic clothes that would be timeless and economical to manufacture". Newton (1976) states that disabled people have as many attitudes and inserts in clothing as anyone else in society. Disabled people are not "any less a person" in society or any "less of a consumer" (Moore, 1980) because they are less abled than other people. Harvey (1980) reminds society that aesthetics do not exclude function but are an integral part of a garment. Reich (1976) says disabled people do not want to appear different from others in society although there are designs to hide or camouflage disabilities (Yep, 1980). They want to minimize their limitations and enhance their capabilities and potential (Hoffman, 1976).

In the United States there are limited mail-order services for disabled consumers. The biggest complaints about the merchandise are the institutional appearance and lack of fashion appeal of the product, combined with high costs (Ahrbeck & Friend, 1976). Although disabilities are many and varied, standardization of design and sizing are limited (Reich, 1976). Further research may resolve some of these issues.

The Vice-President of production at a local women's sportswear manufacturing plant allowed the writer access to the design and production departments. The designer made 1987-1988 patterns and their specification sheets available. The patterns were chosen on the basis of simple, uncomplicated designs (Ahrbuck & Friend, 1976), that were typical designs produced by the manufacturer for department stores and women's wear retailers. The patterns were copied and altered by the cut and slash method to help visualize the changes in design and proportion. Alterations were measured and documented in the Imperial system of inches because industry has yet to change to the metric system.

The jacket pattern was foreshortened in the front to reduce chest bulk while the back was expanded in the shoulder area to increase shoulder ease (Kernaleguen, 1978). This moves the shoulder seam slightly forward for a better fit on rounded shoulders. Although Kernaleguen (1978) suggests a convex centre-back (CB) seam line to add more shoulder ease, this was not done as some shoulder ease was already incorporated in straightening the CB line after the initial alteration and the dropping of the armscye to enlarge the arm/shoulder area (Hoffman, 1976). Adding a CB seam increases fabric costs and production sewing costs. The jacket front was foreshortened in part at the front neck and the collar was altered to fit the shorter neckline and the rounded shoulders (Kernaleguen, 1978). The sleeve cap was altered to fit the lowered armscye and change in armscye dimensions which provided a sleeve that hung properly on a slightly rounded shoulder. An action pleat was not added to the back shoulder due to extra back ease already described. The sleeve originally had a large folded cuff but because of the danger of catching it on a wheelchair, the cuff was removed and the sleeve hem itself remained at the original cuffed length (Shannon, Reich 1980).

To prevent fabric bulk in the lap and excess length in the back, the jacket bodice was shortened three inches. The pocket was slightly elevated to accommodate the raised hemline. The removal of the sleeve cuff and the shortening of the bodice pattern reduced fabric needs considerably.

The skirt changed the most drastically in design appearance. The CB zipper seam and closure were switched to the centrefront (CF) and the unseamed CF was placed at CB. A CF closure is more accessible and easier for the disabled or attendant to use than a CB closure. Moving the sight of the closure helps prevent added pressure against the spine from a CB zipper closure. The kick-pleat in CB was eliminated due to the closure changes. The CF was lowered to decrease lap bulk. One soft-fold tuck of an inch deep was added to both sides of CF to give added hip fullness for the seated figure which prevented an otherwise straight skirt from riding up the thighs (Hoffman, 1976). The CB waist was raised to accommodate the seated figure by providing an even and snug, rather than drooping and gaping waistband. This gives more comfort, protection, and modesty to the seated figure.

The waistband was altered to accommodate the change of the zipper to CF and was lengthened by one and a half inches due to increased girth from alterations. To compensate for added waist girth, the elastic requirement was also increased proportionally. An elastic waist added comfort and allowed a waist size to vary and still fit (McKay, 1984). To assist dressing ease, an increase of one inch was added to the CF closure underlap. The button and buttonhole were removed in favour of a hook and bar closure and the extra amount of underlap provide protection during and after the clasp is engaged.

For the pant design, the CF was lowered to reduce lap bulk while the CB was raised to give an even and snug waistband on the seated figure. The change in front and back rises made the crotch seam slightly more bias which added ease and sitting comfort. To make room for the full length zipper at CF, the fly was lowered and the crotch was extended towards the back accordingly (Shannon, 1987).

The back crotch length was not changed as Shannon (1987) recommended, because additional thigh girth created by a constant sitting position eliminated the need of reducing the crotch measurement. The pant hem at CF was lowered one-half inch to enhance the appearance of the hemline (Shannon, 1987) for the seated figure. The pocket line was angled two inches more towards CF to give a more horizontal and larger pocket opening and therefore easier access to the pocket by the disabled or the attendant.

Many severely disabled people need indwelling catheters for urinary control. A six inch zipper was inserted in the right knee inseam to give quick and convenient access to a catheter bag. The knee and thigh dimensions were increased by two inches to allow room for the catheter bag as well as the increased hip and thigh measurements of the seated figure (Shannon, 1987). The extra girth was also added to the waist. The plain waistband was converted from the band style to a partial elastic style. Elasticity from one pocket line around the back to the other pocket line controlled the expandability and comfort to the user.

The button closure at CF was changed to a hook and bar fastener for ease in dressing and the bar and hook previously attached on the waistband extension was replaced with a one inch square piece of velcro. The lining was shortened from the hemline to just below the knee to give easy access to the leg zipper opening without adding more sewing time costs to the production. The extra zipper and velcro closure were additional material costs which were offset in a measure by the reduced cost of the shorter lining.

The production manager made the computer system available to retrieve printouts of the production analysis for

Table I. Production Cost Changes and Results

	Jacket	Skirt	Pant
Decreased Production Costs	no cuff to press less sleeve/lining tacks	vent eliminated less pressing no "set lining to vent" no button/ buttonhole	no button/ button hole
Increased Production Costs		fold tucks Set hook & bar	set leg zipper sew velcro set hook & bar
Net Change from Original	.60 SAM LESS	3.08 SAM LESS	1.83 SAM MORE
Decreased Material Costs	shorter bodice shorter lining	no vent extension in fabric or lining	shorter lining
Increased Material Costs	slightly more backwidth	2″ more cloth for front tucks 2″ more elastic 3″ more waistband	6″ leg zipper 1″ sq. velcro added girth from knee to waist

each of the original designs. The printouts tell what the sequential sewing operations are along with the production time or standard allowed minutes (SAM/unit) for each operation of each garment.

The direct costs of manufacturing include raw materials and labour and are proportional to production. As these costs increase, production rates also increase but not in direct proportion (Humphreys & Ketell, 1981). Labor costs are controlled by work measurement which are called SAM/unit for sewing operations (Johnson-Hill, 1978), a unit being one complete garment. A difference in SAM's indicate a change in labor costs and serves as a basis for determining production costs in dollar value. Comparing the total SAM's required of two very similar designs such as the original with the disabled design, gave a direct indication of the difference in the cost of producing the two designs.

In each garment's sequence of production, the sewing operations of the original designs were changed to handle the new production needs of the disabled designs. Similarly the SAM/unit was calculated in response to the changed operation description. Table I is a synopsis of the specific changes that affect material and production costs.

The production manager stated that a few inches difference in the length of a seam did not significantly change the SAM/unit value of an operation. Slightly changed dimensions in waist girth, CF, and CB seam lengths also did not have any great impact on SAM/unit and subsequently total production costs. Production costs are calculated on the basis of amount of total SAM per unit. The manufacturer did not share actual dollar and cent costing information but did relate that a difference of 2.0 SAM/unit or less per garment did not change the production costs significantly from the manufacturers point of view whereas a difference of 5.0 SAM/unit indicated a significant and large change in production costs.

This information was less than complete but illustrated that the reduction of .60 SAM/unit of the jacket disabled design was not significant in terms of production costs. The 3.08 SAM/unit decrease for the skirt disabled design is a moderate decrease in production costs. Although the skirt closure was changed virtually from back to front, the savings in SAM/unit came mostly from the elimination of the kick-pleat. The decreases in sewing time showed that the jacket and skirt disabled designs were in fact, significantly less costly to produce than the original designs. The pant disabled design had a net increase of 1.84 SAM/unit in production time and costs. This was within the limit set by the manufacturer as insignificant and would not alter the production costs. The increase in production time was mostly due to the added SAM/unit required to insert the leg zipper. A slight increase in material costs was realized with the additional closures.

The actual production costs of a jacket, pant, and skirt in disabled design vary from a minimal increase to a moderate decrease and demonstrate that production costs themselves are not the limiting factor in manufacturing disabled design. The major difference in the final manufacturers costs of a disabled design garment would be the time and labor involved in creating the initial disabled design.

It is suggested that it would be possible, since most manufacturers have basic garment patterns from which they constantly create new designs, to have a set of basic disabled designs from which new designs could be made. This investment in basic disabled design would reduce future designing time costs. A concept such as this requires further research to determine if current grading principles will size disabled designs proportionally.

A proposal that utilizes this type of basic disabled design is for large department stores and women's wear retailers to have their garment orders include a portion of the style for disabled design. At the present time a manufacturer receives orders of one style in proportions of oversize, tall, regular, and petite sizing ranges. A basic pattern is styled according to the design order: A basic disabled design could also be styled for a portion of the order and these styles would appear the same or very similar. This practice has diminished the final cost of some of the most common special sizing needs (tall, oversize, petite) and could well apply to disabled design sizing. The cost of factory made clothing with special adaptations does not need to be so costly that the disabled cannot afford the product. The inherent cost of custom design and construction is more prohibitive than manufactured RTW disabled design.

There is a very real possibility that large clothing retail chains and department stores could pass on production cost savings to the wheelchair consumer. As the stores buy in quantities, that translate into a few garments of the same style in each size in each store, and that there are already areas or racks catering to some special needs of consumers (such as oversize, half-size, tall, and petite), there could also be disabled design styles bought in quantity as part of a whole order that can be distributed to stores chain-wide to provide a rack catering to disabled special needs. This type of concept is untested and untried. Definitely more research needs to be done regarding this marketing approach, but there is value in incorporating disabled design clothing into available chain stores that are located in various malls across the country rather than individual, more costly, more difficult to find, specialty stores.

This research was limited in the scope of disabilities as well as comprehensive manufacturing costs. As the needs of more disabled groups are assessed and their needs researched, appropriate RTW garments for them may become more of a manufacturing possiblity. The concept of designing from basic disabled design patterns in the apparel industry adds new dimensions to consumerism for the disabled people in our society. ☐

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Sustainable Development, An Imperative for Human Survival: Contribution of Home Economics

Lila Engberg

Abstract

Sustainable development, with concerns for environment and poverty, is the proposed focus for those who work in international development in the 1990s. The focus challenges us to understand the "whole" economy, the informal as well as the formal sector, and the participation of families as producers. Two major kinds of household production, operating in the informal or non-monetized economy, are considered essential to human survival. Policies which emphasize development *from the roots up* rather than from the *top-down* are suggested as alternatives which would help local communities and poor people gain greater access to the world's resources. Home economists are called upon to use a human ecological perspective, to place greater emphasis on family resource management, and to collaborate in the transformation of work patterns of men and women. More equitable participation in paid and unpaid work may be one way to foster collective survival throughout the world.

Résumé

Le développement soutenable, avec intérêts pour l'environnement et la pauvreté, est le principal point proposé pour ceux qui oeuvreront dans le domaine du développement international au cours des années 1990. Cet aspect nous incite à comprendre l'économie "globale", les secteurs informel et formel, et la participation des familles en tant que producteurs. Deux principaux types de production domestique, opérant au sein d'une économie informelle ou non-monétisée, sont essentielles à la survie humaine. Les politiques insistant sur le développement des racines en montant plutôt que du sommet en descendant sont des alternatives suggérées qui aideraient les communautés locales et la population défavorisée à obtenir un accès plus important aux ressources mondiales. On fait appel aux spécialistes en économie familiale qui doivent adopter une perspective écologique humaine, accorder une importance plus grande à la gestion des ressources familiales et collaborer à la transformation des modèles de travail des hommes et femmes. Une participation plus équitable en travail payée et non-payé pourrait être une façon d'encourager une servie collective au niveau mondial.

Every decade the international community has concerns about economic development and what to do in the next decade. Major concerns today are poverty, environmental degradation, and collective survival (Williams, 1988). New strategies emphasize economic growth with equity and the importance of women's work and decision-making to family survival (CIDA, 1987; Tinker, 1988). In addition, The World Commission on Environment and Development (WCED) headed by Dr. Gro Harlem Bruntland, Prime Minister of Norway, has challenged us to co-operate in working for sustainable development (1987). The WCED report *Our Common Future,* gives examples of the web of interconnections, illustrating that there are links between "us" and "them", and between economics and environment. Our challenge, in the field of home economics, is to understand the connections, the underlying causes of poverty and underdevelopment, and our own perspective as we plan what to do on behalf of individuals and families in the 1900s and beyond.

Taking an Ecological Perspective

For a very long time, in the field of home economics, we have had available to us an ecological perspective (Paolucci, 1976). Our mandate has been to link family and environment. Now, as never before, we have a significant contribution to make. The purposes of this paper are to urge us to find new ways to collaborate and take action at national and local levels.

In the Canadian environment one can cite examples of environmental degradation and poverty. We know the effects of acid rain and industrial pollution, the loss of forests, wetlands, and top soil. We witness farm families abandoning the land and an increased number of homeless people, but we may not recognize the influences of industrial and agricultural policies, the relationships between poverty, environment and economics; nor between local and Third World economies. As consumer specialists in home economics we may inadvertantly contribute to environmental problems by promoting household gadgetry and a 15,000 item supermarket. Surely we are obligated to become more analytical and to participate in bringing change for the better.

Lila E. Engberg, PhD (Cornell) is a home economics consultant for international programs. She is a retired associate professor, Dept. of Family Studies, University of Guelph.

Development Plans for the 1990s

Sustainable development is the aim for the decade of the 1990s. More humanistic approaches to development are called for, with emphasis on local initiatives. Social action groups, voluntary organizations, grass roots movements are growing, in opposition to policies which emphasize economic growth. People are searching for alternatives and less stressful ways to live. But what is sustainable development? According to the WCED report:

> Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts: — the concept of "needs", in particular the essential needs of the world's poor, and the idea of limitations imposed by the state of technology and social organization on the environment's ability to meet present and future needs. (p. 43)

The satisfaction of human needs for food, clothing, shelter, jobs; and of people's aspirations for an improved quality of life is stated to be the major objective of development (WCED, p. 43). This is also the mission of home economics (IFHE, 1986).

As a profession, we are often timid and insecure about our mission. The definition below, by Bailey and Firebaugh (1986, p. 3) may encourage us to value what we do:

> Home economics is a future-oriented profession with a major focus on family well-being, the growth and development of its members, and its reciprocal relationship with the environment.

The definition is ecological, and similar to that presented to the International Federation for Home Economics (IFHE) by Paolucci when she spoke at the IFHE Congress in Ottawa, in July, 1976. The adoption of such a definition and a family eco-system framework could influence our thinking and our future.

A Concept of Development

Another concept we need to think seriously about is that of development. Economic models of development are dominant and influence planning at national and international levels. An alternative is to consider development as a unified or holistic growth process with increasing expansion and diversity in all sectors (not just in the economic sector), and at all system levels; systems at the "bottom" as well as those at the "top". The economic model of development is a "top down model," which generally promotes large scale organizations (eg. expanding capacity in business and industrial operations, in commercial agriculture, international trade, employment in public and private sector jobs, and increases in consumer spending). Emphasis is on development of those sectors which contribute to a nation's gross national product.

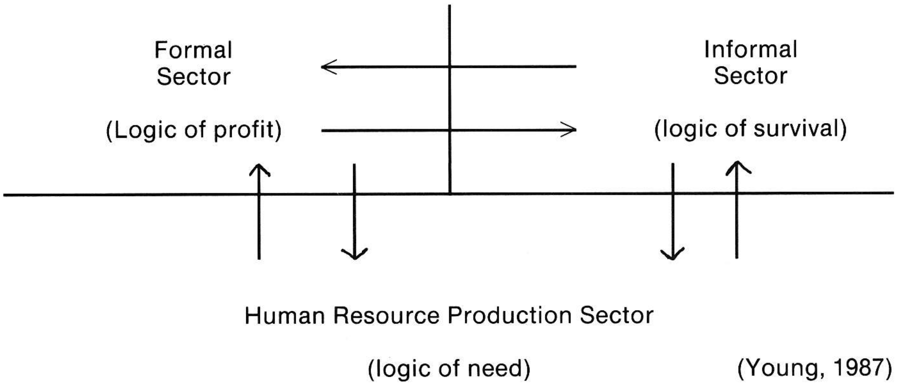
International and multi-national corporations are the largest and most powerful systems; families and small-scale community based groups are the smallest and least powerful. Berry (1987) borrowed the name *home economics* in writing about his concerns regarding the power of industrialization and the loss of small farm, home, and community. We must join Berry in examining power structures and who gains and who loses in the world of the 1980s. Home economists who use an ecological systems approach can learn to understand inter-connected structures, the source of family resources and the underlying causes of poverty, stress and environmental degradation.

Community development, village development, rural development, family development, represent lower levels of development activity which are critical to family well-being (Engberg, 1973). Let us consider again, the contribution of families and communities to human survival.

Families provide the human capital which keeps all the other systems operating. They need not be powerless. Structural transformation is a new model of development which could enable local communities and poor families to gain access and control of a larger share of the world's resources. Ross and Usher (1986), for example, suggest that expanding the co-operative and informal economies, and small scale enterprises is the way to bring economic development "from the roots up". They urge us consider "economic development as if community mattered". In order to do that, we must revise our thinking about *economy* and *economic development.*

The Idea of "Whole" Economy

One of the fixed ideas we have is about the economy. The term *economy* has often been misunderstood to include only the formal or commercialized sectors of activity and not the informal or unpaid activities which are a part of everyday life. The idea of "whole" economy developed by the Vanier Institute of the Family (1983) includes both the formal, monitized activities of business, industry, and the public service, and the informal, non-monitized activities of volunteer community groups, and families. Somewhere in-between are the non-profit, co-operative, and collective enterprises which also contribute to socio-economic development. People who work in these diverse sectors operate with a different logic. Figure I gives an illustration of the interdependence of three economic sectors.



(Young, 1987)

Figure 1. An illustration of the interdependence of three economic sectors.

The family is the human resource production sector sustaining the people who contribute to development both "inside" and "outside" the household.

Families operate with a logic of human need, not profit. The unpaid work done by family members for each other and for the larger community, especially the work of women, is essential to human survival. As a profession, we need to find ways to increase the visibility and support of family production. Procreation and socialization of children and physical and social support and development of family members throughout the life span, are major contributions to the "whole" economy in every country.

Household Work in the Informal Economy

The informal economy includes two major kinds of household production, labelled as separable and inseparable production by Beutler and Owen (1980). Both household and subsistence production can be categorized as separable or market replaceable. That is, the work can be delegated to paid workers if there is opportunity or personal inclination. This work includes the cooking, meal service, shopping, housekeeping, yard maintenance, home repairs, sewing, laundry, mending, gardening, etc. A considerable amount of such work is still carried on within households in Canada. A great deal more, is carried out by Third World households. Most of food production and processing, for example, is a household responsibility, carried out by women.

Inseparable production differs from the market-replaceable type of household production because it cannot be delegated to persons outside the family. Personal obligations and interpersonal relationships are involved. There are three categories of such "social" production:

- intra-household activities such work as the rearing and socialization of children, caring for family members, serving as mediators inside the family, and some of the cooking and meal service.
- interhousehold activities or mutual aid to members of the extended family or neighbours.
- community service, such as working as a volunteer in neighbourhood service agencies, or in self-help groups.

A research project carried out in Malawi explored these sectors of work and the hours spent by men and women (Engberg, Beckerson and Sabry, 1988). Studies of the time allocation of men, women, and children and the resulting output in terms of nutritional status or other essential human needs could make a substantive contribution to the design of policies for sustainable development.

The Contribution of Home Economics

Although our profession is called home economics our attention to *economics* and to the economic activities of families, has often been sketchy. We have capitulated to the power of mainstream economists in assuming production takes place outside but not inside the home, and that large scale commercial enterprises and government can serve our needs. Many of us treat families only as consumers but not as producers. The "economics in the family" section of high school home economics curricula, for example, pays attention to family income, money problems, family spending patterns, and management of financial reosurces, but omits mention of time and labour as economic resources. Families are under pressure to consume the products of industry, but there is more to economics and more to life than consumption. Women, for example, are often caught in a time bind as they continue to provide most of the household labour and also the work as community volunteers. Financial and time constraints of women is a global concern (Sivard, 1985).

Societal ideas about the work of men and of women in the household are very fixed. Attention paid to the development and management of human and material resources is limited. The place of home economics in the educational and service structures, the content and the stereotyped idea of home economics has also become fixed. Recent academic programs have produced highly qualified specialists without a common base. When specialization becomes dominant it is difficult to make connections.

Home economists will never make the contribution needed on behalf of women and families, or to sustainable development, unless they break out of the structures that keep them "in their place". They would do well to join with the feminists who work on behalf of women in development and attempt to live up to the mission they have written on paper.

Development takes place at every system level. Families go through developmental stages over the life cycle; but they also go through a change process, increasing their capacity to expand and incorporate new ideas, beliefs and technologies, if they have the opportunity. *Family Development* is the name chosen in Latin America in order to re-conceptualize and receive support for programs once called home economics (Cebotarev, 1987). The basic mission, however, remains the same.

Conclusion

Transformation of structures at the level of households and families is something which might be worked towards. That means helping to bring change in the work patterns of men and women so that they can participate more equitably in paid and unpaid work. In the last decade women have been finding a place in the public spheres of economic activity while retaining most of their home and community work. In the 1990s we ought to develop some strategies to help men take over some of the invisible work on behalf of humankind. Home economists must help women and men question what to believe and what to do. Collaborative action is called for and is possible if we have solidarity of purpose and name. Need we debate our profession's name? Our primary challenge is to acknowledge our mission and how very well it relates to the demands of the 1990s. Sustainable development for the world's people means economic adjustments and an ecological perspective here in Canada as well as abroad. It requires a greater emphasis on management of resources. "Thinking globally and acting locally" is a slogan that has meaning if we wish to manage the world's resources, work towards collective survival, and a more just and humane society.

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L'impact de l'attrait physique dans les relations interpersonnelles

Agathe Gagné-Collard

Résumé

Bien que, généralement, nous employons le terme *apparence* pour désigner à la fois les caractéristiques physiques, la parure et le vêtement, nous limiterons notre réflexion à la beauté physique conçue selon les stéréotypes nord-américains. Nous porterons ici à votre connaissance différentes recherches sur le sujet et ce qui s'en dégage. L'impact de l'attrait physique aux divers âges du cycle de vie sera mis en relief mais nous restreindrons ensuite notre propos au rôle que peut jouer l'attrait physique en regard de la perception de divers observateurs. Nous aborderons également l'importance de l'attrait physique dans le choix d'un-e conjoint-e, et même dans les jugements émis en cours de justice et sur les chances d'emploi. Nous terminerons en émettant quelques critiques sur cette forme de communication non verbale qu'est l'attrait physique dans les relations interpersonnelles.

Abstract

Even though we generally use the word "appearance" to define physical attribute, clothes, and costumes at the same time, our thoughts will be limited to physical beauty as defined by North American stereotypes. Various studies on the topic and its implications will be examined. The impact of physical attraction at various ages in the life cycle will be highlighted but we will then limit our text to the role that physical attraction may play in the perception of various observers. We will also examine the importance of physical attraction in the selection of a mate, in the judgments given in the justice system, and in employment opportunities.

Même si on tient compte des notions d'impartialité et d'équité qui ont été mises de l'avant ces dernières décennies de même que des efforts qui ont été faits pour enrayer toutes les formes de discrimination, on ne peut nier l'importance de l'attrait physique dans les relations interpersonnelles.

Les gens sont jugés par leur apparence affirme Schlenker (1980). Bien des gens protestent contre cette manière de penser, pourtant personne ne nie cette assertion. La tendance humaine à juger selon l'apparence est suffisamment enracinée pour qu'un évangéliste du Nouveau Testament ait cru bon de s'élever contre ce type de jugement.

> "Ne jugez pas selon l'apparence, mais selon la justice"
> (Jean 7:24)

L'apparence physique est une caractéristique évidente et présente dans presque toutes les interactions. Il semble bien d'ailleurs que notre apparence fournit plus d'informations sur notre identité que toute une batterie de tests de personnalité et d'intelligence (Berscheid et Walster, p. 158).

Les spécialistes en psychologie sociale et en sociologie semblent ne pas attacher tellement d'mportance à l'apparence physique sauf en ce qui concerne une de ses dimensions: *l'attrait physique.*

Aronson (1969) a proposé une explication pour cette forme de négligence en écrivant ceci:

> "... most social psychologist implicitly prefer to believe that is beauty endeed only skin-deep and avoid the investigation of its social impact for fear they might learn otherwise." (p. 157, in Advances Experimental Social Psychology, no. 7).

Mais, quelles que soient les raisons pour cette incurie, les recherches dont nous ferons état nous éclaireront et nous permettront de mieux comprendre certains phénomènes sociaux. Cette brève incursion dans ce champ d'exploration nous a permis, pour le moins, de mieux saisir un des volets du développement de la personnalité ainsi que certains comportements.

Bien que, généralement, nous employons le terme *apparence* pour désigner à la fois les caractéristiques physiques, la parure et le vêtement, nous limiterons notre réflexion à la beauté physique conçue selon les stéréotypes nord américains. Nous porterons ici à votre connaissance

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Agathe Gagné-Collard, détient un baccalauréat en pédagogie (sujet majeur: économie familiale) et en consommation de l'Université Laval elle poursuit actuellement un maîtrise empsyehopédagogie à la même université; elle travaille comme formatrice de tisserands professionnels, consultante pour diverses commissions scolaires et organismes gouvernememtaux, et chargée de cours à l'Université Laval.

différentes recherches sur le sujet et ce qui s'en dégage. L'impact de l'attrait physique aux divers âges du cycle de vie sera mis en relief mais nous restreindrons ensuite notre propos au rôle que peut jouer l'attrait physique en regard de la perception de divers observateurs. Nous aborderons également l'importance de l'attrait physique dans le choix d'un-e conjoint-e, et même dans les jugements émis en cours de justice et sur les chances d'emploi. Nous terminerons en émettant quelques critiques sur cette forme de communication non verbale qu'est l'attrait physique dans les relations interpersonnelles.

Regards sur les recherches

Plusieurs des études réalisées en laboratoire se font à partie de photographies de personnes de deux catégories: les personnes physiquement attrayantes et les personnes moins attrayantes.

On peut, à priori, s'interroger sur la possibilité d'étudier sérieusement l'assertion: tous les goûts sont dans la nature et, ce qui séduit l'un, pourra fort bien déplaire à l'autre et vice et versa. Cepandant, au-delà des coûts particuliers, il est possible de dégager un certain consensus général. Ellen Berscheid et Elaine Waslter (1974) des universités du Minnesota et du Wisconsin ont mené des recherches poussées sur cette question. Dans un texte décrivant leurs travaux, elles expliquent que les membres des groupes-témoins utilisés à cet effet ont été invités à classer par ordre numérique, selon le degré de préférence physique, les photographies de quelques individus. Les résultats indiquent une quasi-unanimité de goût. Contrairement à ce que l'on serait porté à croire, les opinions des hommes et des femmes ne diffèrent pas nettement sur ce sujet.

Kleinke (1975) rapporte qu'on a mené la même expérience auprès de jeunes groupes-témoins de différents âges, Les résultats indiquent qu'à compter de sept (7) ans, même les enfants sont "assez d'accord" entre eux et rejoignent l'opinion de leurs aînés lorsqu'il s'agit de juger de l'apparence des autres. Ce qui permet de croire que, d'une façon générale, tout le monde réagit de manière à peu près identique face à l'allure extérieure d'une personne, du moins au sein d'un groupe culturellement homogène. Même si l'utilisation de photographies pour évaluer le charme des sujets apparaît une technique rudimentaire, elle a ceci de bon qu'elle permet d'éliminer certains autres facteurs importants susceptibles d'influencer l'impression première des participants à l'expérience tèls que les gestes, le ton de la voix, les expressions du visage, etc.

Dans une étude menée par Arthur G. Miller (1970) auprès d'étudiants observant des photographies, il ressort que les personnes les plus agréables à regarder apparaissent également comme les plus sûres d'elles-mêmes, les plus autonomes, et résistent mieux que les autres aux influences et pressions du milieu. À l'opposé, les êtres les moins beaux seraient beaucoup moins volontaires et hautement sensibles aux pressions et aux contraintes provenant de leur environnement. Une étude du même genre menée par Byrne, London et Reeves (1968) indiquait que les préférences allaient vers des individus hommes ou femmes préalablement classés, par les juges, comme physiquement attrayants.

Se basant sur la thèse: "What is beautiful is good", Bersheid et Walster (1974) et Miller (1970) dans leurs études sur les stéréotypes, mentionnent qu'une personne physiquement attrayante possède une personnalité plus socialement désirable que la moins attrayante et présument qu'elle aura plus de chance de bonheur. De plus, Miller (1970), ajoute que les individus physiquement attrayants sont davantage perçus comme maîtres de leur destin:

> "... physically attractive individuals are likely to be perceived as masters of their fate, as individuals who behave with a sense of purpose and out of their own volition, whereas unattractive individuals are more likely to be seen as coerced and generally influenced by others or by environmental conditions". (Perceptual and Motor Skills, 1970, 30, page 108)

D'autre part, Dion, Berscheid et Walster (1972) ont mené une étude en montrant à des étudiants d'un collège trois (3) photos différentes, soit celle d'une personne physiquement très attrayante, une autre photo d'une personne d'attrait physique moyen et la troisième photo d'une personne sans aucun attrait physique. Les sujets devaient indiquer leurs préférences à partie de vingt-sept (27) traits de personnalité et indiquer en plus, les chances de bonheur de la personne. Comme on peut s'en douter par ce qui précède, on a attribué à la personne physiquement très attrayante les traits de personnalité les plus désirables et pronostiqué un plus grand bonheur futur.

Landy et Sigall (1974) mentionnent que, de façon générale, les étudiants à qui on demandait leur appréciation sur un texte accompagné d'une photo, se sont montrés très enthousiastes sur les textes qu'ils croyaient avoir été rédigés par une jolie femme. Il semblerait donc que le talent réside dans la beauté . . .

En se basant sur toutes ces recherches, on pourrait dire que l'attrait physique va au-delà de la superficialité. De plus, selon Aronson (1980) dans les situations de troubles et de tumultes, on tend davantage à donner le bénéfice du doute aux gens physiquement attrayants (p. 253). Cette tendance à être affecté par la beauté physique se manifeste également à divers âges, c'est ce que nous tenterons d'examiner dans la prochaine partie.

Enfance et attrait physique

On observe en général que les enfants physiquement attrayants profitent très jeunes d'expériences socialisantes positives. Il n'est que de vérifier l'attrait que suscitent les beaux poupons et les enfants charmants.

Une recherche a été menée par Clifford et Walster (1973) pour vérifier les réactions des enseignants face aux enfants attrayants. On a donc présenté à quatre enseignants de niveau primaire le dossier et la photo d'un élève de 5e année. Pour les besoins de la recherche, tous avaient en mains le même dossier mais avec une photo différente. Les résultats ont été étonnants. En effet, les enseignants ont accordé leur préférences et jugé favorablement les dossiers aux photos d'enfants attrayants en leur prêtant un quotient intellectuel plus élevé, un meilleur comportement social et une plus grande aptitude aux études, etc. Ce préjugé manifeste des enseignants envers les enfants les plus attrayants laisse pour le moins songeur.

De plus, une étude de Dion et Berscheid rapportée par Kleinke (1975) nous apprend que les enfants sont également sensibles aux charmes physiques en manifestant une nette préférence pour leurs camarades les plus beaux ce qui n'est pas sans provoquer une réaction en chaîne. En effet, si les moins favorisés sont mal perçus par leurs petits camarades, ils les traitent en conséquence en leur faisant subir un traitement discriminatoire.

Adams et Crane (1980) ont constaté que les réactions des enfants en regard de l'attrait physique tendaient à correspondre aux remarques attendues par les mères ou les professeurs. Ajoutons ici cette observation rapportée par Kaiser (1985) sur une étude expérimentale de Berkowitz et Frodi (1979). "Dans un cas de comportement négatif, on est porté à punir plus sévèrement une petite fille de dix ans moins attrayante qu'une autre du même âge pour un même comportement".

A la lumière de ces observations, on peut spéculer sur les possibles implications de toutes ces formes de perceptions dans la perspective d'une discipline juste. Ces aspects négatifs ou positifs peuvent jouer également à l'adolescence, tel que nous le verrons maintenant.

Adolescence et attrait physique

L'adolescence est un étape du cycle de vie pendant laquelle l'attrait physique est particulièrement important. On peut l'expliquer, en partie, par le fait qu'à cet âge, la recherche de l'identité, la relation avec les pairs et groupes de référence, le désir de l'appartenance s'avèrent être des fils conducteurs dans plusieurs types de comportement. L'adolescent n'est pas vraiment fixé sur les qualités concrètes de sa personne et essaie de trouver dans l'apparence physique et le vêtement, une réponse à ses interrogations. Par ailleurs, la puberté amène des changements somatiques reliés à la sexualité et la perception du corps des autres, ce qui influence les propres perceptions de son corps.

Il faut mentionner ici le résultat d'une étude réalisée par Knapp et coll. (1976). A cet âge, les sentiments positifs de l'adolescent à l'égard de son corps sont reliés à un concept de soi positif. Cette idée est également reprise par Berscheid et Walster de la façon suivante:

> "Certainly, one could also expect that those who have experienced dramatic reversals in their appearance, whether positive or negative would experience some doubts about their self-identity" (p. 203)

Il est intéressant de noter que les étudiants qui sont considérés attrayants sont, en général, bien vêtus, mieux acceptés par leurs paris et participent davantage aux activités de l'école (Creekmore, 1980).

En conclusion de cette étude, on peut dire que l'attrait personnel associé à une tenue vestimentaire appropriée exerce une influence positive sur la situation sociale et que ces adolescents sont au départ favorisés pour le leadership et les rôles prestigieux. On peut également présumer que l'estime de soi à cet âge est très significatif et que des expériences socialisantes gratifiantes peuvent avoir un impact sur toute la vie.

L'adulte et l'attrait physique

À mesure qu'un individu avance en âge, son apparence physique subit certaines transformations. Comme Adams (1977) le fait remarquer, si les traits du visage attrayant demeurent stables, on note des variations en regard du corps dit attrayant: augmentation ou perte de poids, etc. Bien que chez d'autres cultures, les perceptions soient différentes, il faut noter que notre société américaine fait de la jeunesse une valeur à conserver. Le stéréotype du "physiquement attrayant" joue donc contre les personnes âgées. Et il appert que l'individu non habitué à ce type d'évaluation négative risque de perdre l'estime de soi.

Ainsi, Berscheid et Walster (1974) ont noté une relation entre l'attrait physique d'étudiants d'un collège et leurs chances de bonheur vingt ans plus tard. Les femmes très attrayantes dans leur jeunesse se sentent désavantagées lorsqu'elles ont vieilli parce qu'elles comparent leur "look" actuel avec leur "look" antérieur. On a remarqué que les femmes très attrayantes dans la vingtaine étaient moins heureuses et moins bien adaptées à leur vie courante vingt ans plus tard. Cette constatation ne s'applique pas aux hommes cependant. À l'opposé, les hommes âgés attrayants semblent plus heureux et plus à l'aise financièrement que ceux qui l'étaient moins vingt ans plus tôt. Cette forme de discrimination est très perceptible et se constate davantage lorsqu'il s'agit de personnes plus âgées. L'industrie du vêtement d'ailleurs ne fait aucun effort pour améliorer cette tendance probablement en raison de la connotation négative qu'à la vieillesse dans notre société.

Les changements démographiques modifieront-ils les mentalités? C'est ce qu'il reste à voir. Mais en attendant, on ne peut nier l'importance de l'attrait physique comme déterminant dans la façon d'agir. C'est ce que nous tenterons d'explorer.

Déterminants

Les différences de perception

À travers le processus de socialisation, nous intériorisons aussi bien les perceptions des autres que nos propres impressions. Et plusieurs études tendent à confirmer qu'à l'attrait physique sont associées des qualités innées, comme la chaleur, la sensibilité, etc. (Kaiser, p. 83).

Bien que nous ayons écrit qu'il existe un certain consensus et que l'idée implicite de certains stéréotypes est significativement partagée, il faut tenir compte de certaines variations.

Si les normes de l'attrait physique du visage ne semblent pas varier avec l'âge de ceux qui évaluent, il faut noter cependant une différence en regard du sexe et de la race. Ainsi, il est intéressant de voir ce que Cross et Cross (1971) nous apprennent à ce sujet. Les femmes font une évaluation plus positive des visages d'hommes que les hommes eux-mêmes. Les observateurs de race noire sont davantage enclins à apprécier la beauté, qu'ils la trouvent sur des visages de race noire ou de race blanche. Également, les critères d'évaluation de la beauté féminine semblent les mêmes pour les femmes que pour les jeunes. Par contre, il en va autrement quand il s'agit de se prononcer sur des visages d'hommes et de personnes âgées, où les normes d'appréciation sont nettement inférieures. Quand les "juges" connaissent les personnes, ils les évaluent moins bien que s'il s'agissait de sujets inconnus (Cavior, Miller and Cohen, 1975, in Kaiser, p. 254).

Ce qui nous incite à penser que l'attrait physique devient un facteur moins important si on connaît davantage les personnes. Quoiqu'il en soit, l'évidence de l'impact favorable que crée l'attrait physique est indéniable et, dans certaines circonstances, les conséquences s'avèrent souvent très positives.

Nous avons, jusqu'à présent, mis l'emphase sur les caractéristiques de la personnalité en fonction de la socialisation. Nous verrons maintenant comment l'attrait physique d'une personne peut influencer le jugement que l'on porte sur elle.

Nous l'avons déjà vu, les premières impressions sont extrêmement importants dans notre société et c'est au moment où le récepteur organise son impression initiale sur un émetteur que l'attrait physique est perçu. Quand les gens évaluent l'attrait physique des autres, un effet de "halo" semble se produire et les jugements des récepteurs subissent une certaine influence. Dans une étude menée par Turkat et Dawson (1976) de l'université de Louisiane, on confirme l'hypothèse que les gens jugés comme physiquement attrayants sont également considérés comme plus agréables et plus susceptibles de réussir. À l'opposé, les gens jugés moins attrayants sont souvent considérés comme responsables de résultats négatifs ou d'échecs.

L'effet de "halo" apparaît très persuadant dans les perceptions reliées aux traits de personnalité. Lombardo et Tocci (1979) rapportent, qu'à partir de photos, les étudiants d'un collège ont évalué des assistants-professeurs de psychologie physiquement attrayants comme étant plus chaleureux, plus compétents et meilleurs communicateurs que les autres moins favorisés. Ces associations étaient valables pour tous les professeurs quel que soit le sexe.

Bien qu'on associe souvent mariage heureux et attrait physique, la fonction parentale n'est pas toutefois initialement influencée par l'apparence et les meilleurs parents ne sont pas nécessairement favorisés par la nature (Kaiser, p. 253).

La croyance populaire tend à médiatiser et à mettre l'emphase sur les effets de l'apparence selon Slyczynsky et Langlois (1977). Comment ne pas les croire quand on voit de nos jours une telle prolifération des salons de beauté et de toutes les revues qui en exaltent l'importance. Dans un tel contexte, on peut facilement penser que le syndrome du Don Juan n'est pas près de disparaître.

À la lumière de ces faits, nous comprendrons davantage l'objet de la prochaine partie.

L'attrait physique et le choix d'un conjoint

Si l'on se fie aux recherches des deux dernières décennies, l'apparence physique représente un facteur important dans le choix d'un conjoint. Ainsi, Knapp (1978, p. 157) rapporte entre autre étude qu'on a demandé à des étudiants de classifier par ordre d'importance les qualités désirables dans le mariage. Voici les résultats obtenus dans l'ordre de préférence:

a) le statut économique élevé
b) l'apparence physique agréable
c) la religion
d) la morale
e) la santé
f) l'éducation
g) l'intelligence
h) l'âge

Les hommes plus fréquemment que les femmes rejettent les sujets qui ont une apparence physique quelconque, une morale douteuse ou une mauvaise santé. Les femmes, par contre, ne semblaient pas accorder de l'importance à une déficience sur le plan de l'apparence physique.

Aronson (1980) mentionne que tous, tant que nous sommes, sommes enclins à fréquenter des gens physiquement attrayants. L'attrait physique est esthétiquement agréable et la présence d'une personne jolie et attrayante à nos côtés peut avoir un effet de récompense et de valorisation. Cependant, une certaine similarité de la beauté physique de deux conjoints n'est pas nécessairement un gage de succès. Et le concept de durée d'un mariage va sûrement au-delà de l'apparence physique.

Plusieurs recherches font également état du rôle de l'attrait physique dans le développement des amitiés et dans la réussite scolaire mais nous ne pouvons aborder ici ces sujets. Nous nous contenterons donc de vérifier l'impact de l'attrait physique dans les cours de justice et dans les chances d'emploi.

L'attrait physique et les jugements juridiques

Kaiser (1985) mentionne certaines expériences menées en laboratoire pour tenter de simuler les décisions d'une cour de justice. On a utilisé pour celà le *modèle de renforcement* en relation avec l'attrait physique. Ce modèle devait prouver que les évaluations des autres sont renforcées par certains stimuli comme l'attrait physique, qui n'a aucun lien avec le type d'évaluation. On peut même présumer que le jury sera implicitement influencé par une information ne relevant pas de la cause.

En effet, bien que 93% des membres du jury utilisé pour l'expérience affirment que leur décision n'était pas influencée par l'apparence, cette étude expérimentale confirme tout de même que les accusées de sexe féminin physiquement attrayantes recevaient une sentence moins sévère que les accusées moins attrayantes. On était en outre moins certain de leur culpabilité. Dans cette étude, il s'agissait d'un cas de tricherie d'un étudiant de faculté de droit (Efran, 1974).

Cependant, il faut tenir compte de la gravité du crime. En 1974, Sigall et Ostrove ont noté que, pour une femme attrayante, les sentences étaient plus indulgentes dans un cas de vol que dans les cas de crimes reliés aux moeurs et à l'attrait physique. Il est possible que l'attrait physique d'un homme puisse également influencer les décisions de la cour.

Chances d'emploi et attrait physique

Si la compétence et l'expérience sont des facteurs importants, les employeurs éventuels ne restent pas insensibles à l'attrait physique dans leurs décisions d'embauche.

Jackson (1983) jouant le rôle d'un agent de personnel, pour l'obtention d'un travail fictif, a noté que les hommes et les femmes physiquement agréables reçoivent une meilleure évaluation quand il s'agit d'un travail sexuellement neutre. De plus, un salaire de base plus élevé était proposé aux demandeurs d'emplois plus attrayants physiquement. Par contre, pour les postes de "management" (gestion) les femmes sont défavorisées non seulement à cause de leur sexe, mais aussi à cause de leur "charme" (Heilman et Saruwatari, 1979). L'attrait physique dans ce cas est perçu comme avantageux pour les hommes, mais désavantageux pour les femmes et on aurait tendance à prendre une femme attrayante moins au sérieux. Cette considération, à notre avis, peut pénaliser la femme qui aspire à un avancement dans sa carrière. D'ici à ce que les mentalités évoluent, nous nous permetrons de conseiller à ces femmes trop jolies de choisir des vêtements très classiques s'apparentant à la garde-robe masculine, lorsqu'elles doivent se présenter à une entrevue et au travail généralement.

Ce survol rapide des recherches en ce qui a trait à l'attrait physique dans les relations interpersonnelles, ne saurait être vu que comme une sensibilisation à ce phénomène et nous terminerons ici notre propos par une petite critique et quelques commentaires.

Critique et implications

La notion d'attrait physique n'a pas toujours connue la même connotation. Certaines études font état de la beauté du visage, d'autres parlent de l'apparence générale.

Ainsi, Berscheid et Walster (1974) qui ont révisé une bonne partie de la littérature sur le sujet, ont noté que le terme beauté n'est jamais clairement défini. On ignore la plupart du temps l'influence du vêtement dans la parure et la grande majorité des études se fait à partir de photographies du visage, là où il y a souvent utilisation de maquillage, de bijoux, et de coiffures élaborés ce qui risque d'influencer l'observateur. Par ailleurs, la plupart des recherches se poursuivent en laboratoire où les conditions de contrôle sont le plus souhaitable. Enfin, on utilise à outrance, les étudiants pour ces expériences, ce qui, à notre avis, ne constitue pas un échantillon représentatif d'une population. Toutefois, nous comprenons qu'une étude menée dans un environnement naturel pourrait soulever des questions d'éthique. Par ailleurs, cette limitation empêche donc la généralisation de la plupart des résultats.

De plus, quelques recherches méthodologiques mériteraient plus de clarification: ainsi, quels seraient les effets comparatifs de l'attrait physique sur des personnes portant des vêtements bien choisis et d'autres, un vêtement neutre comme une tunique beige?

Quoique qu'il en soit, on peut constater que l'attrait physique est un facteur important à considérer dans notre culture. Il serait en outre intéressant d'étendre le champ de la recherche aux défavorisés de la nature pour mieux saisir les raisons éventuelles de leurs failles sociales. Cette dernière réflexion est inspirée d'une hypothèse émise par Cavior (1970) et citée dans Berscheid et Walster (1974):

> "... that people who request psychotherapy may be less attractive than those who do not: requests for therapy frequently represent difficulties in interpersonal relationships involving such factors as loneleness and depression, a likely consequence of being unattractive" (p. 209)

Ces même chercheurs recommandent de plus aux psychothérapeutes de considérer la chirurgie plastique et esthétique comme alternative au traitement ou comme complémentaire à la psychothérapie. Une telle démarche serait susceptible de provoquer des changements chez les sujets traités, dans le concept de soi, dans le comportement et dans l'acceptation favorable par les autres.

Conclusion

Nous avouons notre déception de n'avoir pu trouver de recherches plus récentes. Nous nous consolons cependant en pensant que l'importance de l'attrait physique ne diminue pas malgré la publicité sur l'égalité des chances. La montée en flèche du nombre de périodiques sur le charme et la beauté, l'ouverture des studios de "santé et forme", la progression de la mode masculine, sont autant de facteurs qui confirment que l'attrait physique est de plus en plus important et affectera de plus en plus nos relations interpersonnelles dans les années qui viennent.

En raison de sa grande présence, l'attrait physique est une variable qu'il ne faut pas négliger. Si on ne semble pas se servir de l'attrait physique pour juger du quotient intellectuel, de l'éducation et du statut économique des gens, il n'en reste pas moins que les médias ne présentent pas de "monstres" pour incarner la richesse, l'intelligence et la célébrité dans l'industrie du cinéma et de la télévision américaine.

Sans être bien exhaustive, cette recherche sur le sujet prouve de façon assez éloquente que l'attrait physique est un élément positif quel que soit l'âge de la vie et constitue un pont favorable dans le champ des interactions sociales. ☐

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Rhetoric vs. Reality: Home Economists in Public Policy

by Sue L. McGregor

Abstract

A review of the CHEA Journal (1983-1987) revealed an evolving perception that home economists have an obligation to play an influential role in shaping public policy. Unfortunately, this perception is based on the questionable assumption that there is a presupposed familiarity with the Canadian public policy process. The author takes issue with this and assumes the position that if home economists had a better understanding of the public policy process they would be in a better position to influence the process and the outcomes.

Résumé

Un examen de la revue de l'Association canadienne d'économie familiale (1983-1987) révèle une croyance grandissante selon laquelle les spécialistes en économie familiale se doivent de jouer un rôle important dans l'établissement des politiques publiques. Malheureusement, cette perception est basée sur l'impression discutable qu'il existe une certaine connaissance du processus de développement de politiques publiques au Canada. L'auteur débat ce point et suggère que si les spécialistes en économie familiale comprenaient mieux le processus de développement de politiques publiques, ils seraient en meilleure position pour influencer à la fois le processus et les résultats.

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Few will disagree with the premise that home economists have the potential if not a responsibility to contribute to the shaping of Canadian public policy. A flurry of writings in the CHEA Journal from 1983 to 1987 can attest to this notion. The theme of the 1983 winter issue was shaping policy wherein a variety of relevant and pertinent views were expressed. Kernaleguen (1983) profiled briefly the contributions of Canadian home economists in shaping public policy between 1930 and 1970. Maskow (1983) continued this profile for the years between 1970 and 1982. Lefebvre (1983) documented the political activities of affiliated home economics groups. Smith (1983) described the strategies that home economists could follow during the eighties in order to play an active role in shaping public policy. Smith (1983) and Goodspeed (1983) both defined public policy and the political process.

In 1984, Dowdeswell asked us to ask ourselves whether, as home economists, we were willing to exert positive influence in the formation of public policy. To further clarify this, Williams (1985) noted that when deciding whether or not to exert influence, we have a choice between taking either external action by initiating and amending legislation and regulations or taking internal actions via influencing governing and policy making bodies. In 1986, Parker addressed the questions of why we should get involved and how we might help shape public policy. As recently as 1987, Douthitt addressed the specific issue of finance policies and family tax policy. She also stressed the need for home economists' involvement in drafting legislation.

For the past five year CHEA has encouraged us as members to participate in public policy formation. In fact, a specific objective of the CHEA strategic plan is to "initiate, foster and support private and public policy which improves the quality of life for individuals and families" (Canadian Home Economics Association, 1984, p. 17). In the spirit of this objective, Maskow (1983) pointed out that CHEA has frequently *responded to requests* for briefs or statements on particular matters that are under investigation by government committees and commissions. Smith indicated the recent adoption of a more proactive role by noting that home economic experts are being relied upon more frequently to *initiate* debate to provide input into shaping policy (1983).

Taking issue

While it seems apparent that a recurring theme of the Canadian Home Economics Journal has been the need for the involvement of home economists in forming public policy, we need to ask ourselves how familiar most home economists actually are with the political system and with the process of getting politically involved. A comprehensive list of strategies for home economists to use in shaping policy (Smith, 1983) did not specifically state the strategy of becoming familiar with the workings of the political system. It seems that there are basic principles related to policy making that be assumed to be common knowledge but in reality are not. Throughout the articles in the Journal, there seems to be an unfortunate presupposed familiarity with the Canadian political system. The relevancy of this situation is reflected in Chaplin and Deneaus' (1978) indication that citizen organizations' efforts to achieve impact and influence in policy making in Canada have not been very successful to date because those people involved failed to properly understand the nature and restrictions of the policy making process within the Canadian government.

Kernaleguen (1983) made a significant statement when she noted that "in order for an association to have input in public policy it is essential first, that it define its areas of expertise and concern" (p. 6). I am not professing that we all need to be experts in public policy although I feel that we should all be concerned about it. I am taking the position that if we have a basic understanding of the political system within which we are operating, then we are in a better position to influence the process and the outcomes.

Potential role of home economists

Pal (1987) noted that the four major players that have influence in the policy process are the state (government), interest associations, information sectors (media) and citizens. Professionals are grouped under interest associations. Pal indicated that professionals' roles deserved special attention because they are expected to act a dual role. First, they must act on behalf of their profession and second, they must act on behalf of the public interest. As home economists, we fall under this professional umbrella and must not shirk our inherent responsiblity as professionals to speak out for the public (family) interest.

To further elaborate, home economists can play several roles in their efforts to influence public policy. Doern and Phidd (1983) noted that these roles include initiating demands for change, attempting to preserve the status quo (maintain a favorable policy) or attempting to prevent unfavorable acts from occurring. No matter which of these roles we decide to adopt (and it could vary in each unique policy situation) it is necessary that we have information.

What we need to know

In order to play an influential role in shaping Canadian public policy in the families interest, we need to be aware of what public policy really is, the relevant areas of public policy, and the instruments that government has at its disposal to implement policies. We should be familiar with who we should try to influence in the policy making process and at what stage of the process that our contribution would be most valuable. We also need to have a basic understanding of how a piece of legislation comes into being and be cognizant of the inherent barriers that exist that can hamper our efforts to influence the development, implementation, and evaluation of government policy.

Unfortunately, the valid evolving perception that Canadian home economists should be actively involved in influencing policy development is based on the questionable assumption that there is an inherent understanding of the Canadian policy making process. I propose that if home economists were more familiar with the policy making process we could better fulfill our professional obligation to speak out for public and family well being.

Proposed action

Parker (1987) reminds us that the common body of knowledge or information in home economics is made up of an integration of concepts and that one of the concepts is the role of the home economists in public policy related to the well being of the family. If Canadian home economists hope to influence policy development, they need information on the process and could further benefit from an assurance that a model was being proposed that facilitated this call to get involved. Therefore, in a second article in this series, I will expand the home economics body of knowledge by presenting a brief yet succinct profile of the Canadian policy process to such an extent that the reader should perceive fewer obstacles to participating and contributing to the policy process. In a third article, I will propose a model to facilitate invovlement of home eocnomists in public policy.

Conclusion

These proposed articles, that will explain the policy process and model the activities that home economists can undertake in becoming actively involved, will serve to reinforce my position that home eonomists have a professional obligation to play an instrumental role in forming public policies and that they cannot fulfill this role without sufficient information on the workings of the Canadian policy process. ☐

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A Statement of Definition and Philosophy

Sheralyn McRae

Abstract

The study of home economics is, for many of us, a matter of some confusion. We look within the profession and see many dedicated individuals whose focus is much the same as it might have been fifty years ago, for whom "progress" is an adulteration of their mission. We see others whose objectives bear little or no resemblance to the purpose for which the profession was originally established, yet all of these people have been trained as home economists. This paper will serve as an exploration of my own perceptions from which I will develop a definition which is personally meaningful, and a statement of philosophy which will guide my future.

Résumé

Pour plusieurs d'entre nous, l'étude de l'économie familiale est une question confuse. Nous retrouvons dans un même secteur des professionnels dont l'intérêt primordial est le même qu'il l'était il y a une cinquantaine d'années et pour qui le "progrès" est une falsification de leur mission. Il y en a d'autres dont les objectifs offrent peu, voire aucunement, de ressemblance au but pour laquelle la profession a d'abord été établie; cependant, toutes ces personnes ont reçu une formation de spécialistes en économie familiale. Cet article se veut une exploration de mes propres perceptions, à partir desquelles j'établirai une définition affichant une valeur personnelle ainsi qu'une philosophie qui orientera mon avenir.

A Definition

Historically, tremendous concern has been expressed over the definition of home economics. Since the first sparks of the home economics movement, emanating from Catharine Beecher in 1841, there has been a significant emphasis on the family. While a large contingent of practitioners have supported this focus, it is important to question it individually and to provide our own justification for accepting or rejecting it as our personal focus. Over the past century and a half, the diminished presence of the traditional family has seemingly failed to generate significant change in our professional scope. This is not to say that progressive people do not exist within our practice, but the status quo appears to be a safe harbour for the insecurities of many.

Vaines (1981) emphasizes the essential nature of an historical understanding of home economics in grasping what it is and should be, now and in the future. She suggests that at the ten Lake Placid Conferences, a fairly balanced split existed between skill-oriented topics and those relating to research, theory and philosophy. While this diversity may in some respects be seen as a strength of the profession in its pursuit of an integrative perspective, it appears to have manifested itself as two opposing camps. Those who are inclined toward the theoretical often oppose association with a skills orientation because of the domestic connotations, while practical-minded professionals may discount the relevance of theory to day-to-day problems.

Our focus has needed considerable revision from the original direction established at the 1907 Lake Placid Conference when the

> "legitimate profession of all women [was] that of home making; it [was] the one great profession our girls [would] ultimately follow; that one which [made] or [marred] her whole future,and not only hers but those about her even down to future generations" (Vaines, 1981, p. 32).

Progressive political and social attitudes toward women of ensuing generations have provided the primary impetus for re-evaluation of our mission.

In the intervening period leading to present day, there may have been as many revised definitions and statements of mission as there were practicing professionals. While some definitions are like that of Marjorie East, focussing on the application of rational judgment to the domestic sphere (Firebaugh, 1981), others attempt a broader scope. The International Federation of Home Economics suggests that our concerns should be for "using, developing and managing human and material resources for the benefit of individuals, families and institutions, and the community now and in the future" (Firebaugh, p. 131). Reid (1988) defines the purpose of home economics as serving individuals, significant others and the community. She underscores the importance of maintaining a collective rather than an individualistic perspective in approaching her mission. Vaines (1980) does not attempt to identify the specific beneficiary of our efforts, but leaves us to assume that it is humanity in general. She suggests that home economics is a problem oriented field which requires our skills for the integration of knowledge and processes in the delivery of human services.

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While a definition of home economics may be helpful for personal guidance, it may have no other significance. McFarland states that the professional public defines other organizations more through their practices than through their self-definition (Firebaught, 1981). This is certainly true of the general public which is skeptical of professed intentions, preferring concrete evidence instead. For the practicing professional though, formulating a personal definition of home economics is a valuable exploration of self.

With this sense of limited purpose, my personal definition does not shrink from such terms as "family" and "home," for I interpret these in the sense in which I have intended them and transcend traditional connotations. I view "the family" as a broad concept including the individual and the near environment in which he or she interacts intimately and on a regular basis with significant others. "The home" is, to me, that place within which much of this interaction transpires, and through which contact with the far environment is regulated. I can thus establish a definition for my personal use which depicts home economics as a practical application of theory for the purpose of maximizing quality of life for the individual and the family within the setting of the home, and through the resources of the community. As a clothing and textiles major, prudent use of scarce resources is an area of prime concern.

A Philosophy

The development of a personal philosophy is an interesting exercise with respect to one of the common purposes of home economics, that being to unite theory with practice. Only an attempt to operationalize into professional practice will determine for me how realistic my conceptualizations might be.

Brown (1982) considers two tasks which historically have been accorded to philosophy: "the application of concepts, and the criticism of existing beliefs, norms and human conditions," this latter being motivated by an attitude of not accepting the status quo "blindly and from habit" (p. 93). Whatever the philosophy adopted by an individual, it should provide direction without being rigid, for it is unyielding attitudes in the face of social change which call into question the relevance of our professional practice.

Registration

Foremost among my beliefs is the value of registration of home economics professionals. No decision can be wholly positive, as is evidenced by opposition to registration. Reid (1988) fears a further distancing of professionals from the public they serve. She suggests that the barriers established by sterile offices and professional attire will be further magnified by professional registration. Welsh (1978) suggests a loss of public accounting ability will occur with self-regulation. While these are real dangers which must be guarded against, the potential for improving the profession and especially its service to the public cannot be ignored. Under present practice the public endures several risks in dealing with unqualified home economics practitioners. Watson (1985) identifies these as:

- risks to health through misinformation from unreliable sources and false claims;
- risks to economic well-being through poor advice on selection of consumer goods and unwise recommendations on management of resources;
- risks due to unethical practices encouraged by personal profit.

By regulating the use of the title of home economist, the profession can safeguard the public from careless and unscrupulous practice. Individual responsibility is maintained but is directed toward an internal organization which has greater and more immediate power over its professionals than have members of the public.

While registration is an important step toward ensuring, among other things, the current and relevant knowledge of professionals, it has its difficulties. First is the unspoken belief that acquisition of knowledge implies capability of translating it into related human services (Vaines, 1980). But while legislation cannot enforce ability, it at least can serve as a control within the profession. Reid (1988) identifies logistical difficulties in mandating educational upgrading. She suggests the relative isolation of those in rural practice places them at a disadvantage by reducing their opportunities for upgading, while smaller centres also typically are unable to access all of the latest technology available to more populated areas. While it is true that formal education may not be conveniently available to those in rural settings, the value of other, more self-directed forms of education should not be overlooked. The written word, for instance, reaches us all. Reduced availability of technology for these professionals, while frustrating should not be a crippling obstacle; a common focus of home economics is, after all, the management of scarce resources. So long as the limitations placed on these professionals is acknowledged by the registration process, resulting difficulties should not prove insurmountable.

It is with this perhaps cursory acquaintance with the registration process that I am supportive of the movement. However, a recognition of the possible occurrence of unintended consequences reinforces the importance of an open mind in negotiating its terms.

While dealing with professional organization, which may continue to be an ongoing issue, it is necessary for me to define the scope of my practice, even within an imperfect system. Therefore, I wish to address specific concerns I have for professional practice.

PRACTICE

Target

Who is it that home economics should seek to serve? For myself, I must ask for whom consumer education is most important. While wise consumerism is necessary for all people, one sector which is essentially overlooked at this time is adolescents. The home economics programs in secondary schools *could* serve as the vehicle for disseminating such knowledge, but currently deals primarily with skills acquisition, as in cooking and sewing. Reid (1988) suggests that while consumer knowledge is vital, making home economics a required course at the senior high level would pose difficulties in timetabling because so few openings for options already exist. However, such concepts as serviceability of clothing and nutrition could be simplified enough to be comprehensible at the junior high level while retaining the most salient concepts. Such a revision of curriculum should extend to the senior high school level as well, where a more conceptual emphasis may be added to the concrete focus required in lower levels. It is my intention to work toward this end, to encourage an intelligent approach to consumerism.

Practical Problems

Practical problems are a legitimate focus for the home economics profession. Positive solutions can be derived from the informed application of theory by a knowledgeable professional. Care must be taken, however, with implications which may accompany *perennial* practical problems (MacCleave-Frazier and Murray, 1984). As society tends to view us as lacking relevacy to current problems, we must guard against definitions of perennial problems which may become dated. Even so, the public may be skeptical of any profession which is perceived as treating the same diseases generation after generation.

In finding solutions to perennial practical problems, we as professionals must also take care to assess each case on its own merits. It is tempting to assume that because the problem is the same in one time or setting as in another, solutions will also be the same. However cultural, social, and economic factors may require solutions bearing few similarities.

Integration

Perhaps one safeguard encouraging individual assessment and consideration of consequences is an integrationist's perspective. I have carefully chosen this direction for myself during the developmental process of my education. My course has evolved from a merchandising specialization to an integrative approach because of a perceived absence of focus on public well-being. There is for me an incongruity in the involvement of home economics in profit oriented organizations.

Reid (1988) counters that this association is perhaps an important one, for several reasons. Firstly, the home economist may positively influence safety and quality of consumer products. Secondly the professional may be responsible for dissemination of accurate information to consumers. Finally, with a humanistic perspective, the professional may identify important needs which are not being well met by the existing system and proceed to fill those needs more adequately.

I maintain some concern for these ideals, however. Within the business structure which relies upon profit for existence, when a choice is to be made between the common good and the survival or advancement of the business, the interests of the consumer will be sacrificed. Martyrs in our society are scarce and tend not to be found in business. Belck (1983) agrees that the home economist in business is a representative of industry "and is only marginally concerned with the specific needs, wishes, and aspirations of consumers" (p. 57). The consumers' interests are better served where no such conflict of interest exists.

My choice of an integrative approach has led me to grapple with the relative merits of breadth vs. depth of knowledge, and with finding a compromise which is personally satisfying. I believe that with my education, I have established the foundation for achieving this.

Consumerism is a pervasive force in North American culture, and represents one area in which public knowledge is sadly lacking. Belck (1983) suggests that knowledge of the fundamentals of home economics has declined among the general public as a result of prosperity. Families now purchase many of the goods and services once provided in the home. Accepting this trend as an opportunity, Marliss (1980) believes that one of the greatest challenges which be undertaken by home economists is the development of enlightened consumerism. Also concurring with this notion, I have attempted to develop a somewhat greater depth of knowledge within this area, while recognizing the need for continued pursuit of an integrative perspective.

It is because of our integrative approach that this profession can maintain relevance to current lifestyles. We have the training to understand the implications for families of changing forces in our society. However, for society to benefit fully from our potential, we must work toward increasing liaisons with other professions. It is they who have specialized knowledge of narrow fields; it is we who can translate it into a humanistic perspective. By combining the strengths of technical expertise with the home economists' view of family and community implications of change, powerful partnerships can be realized.

Ellen Richards believed that those of us with access to information have a public obligation to share it with others (Horn and East, 1982). This implies not only sharing with other disciplines and professions, but also with the lay public. I see our most important role as being in coordinating, interpreting, and disseminating information in a form that is meaningful and useful to people. By providing accurate information we are able, in our various ways, to assist individuals, families, and communities to make decisions for themselves which will maximize their quality of life. It is not our role to make judgments for people, but to provide them the tools they require for making their own decisions. The quality life we aim for is closely tied to self-sufficiency and independence (Welsh, 1978). Although these may be relative concepts, we should seek to maximize a sense of autonomy in others in whatever setting we find ourselves.

As I enter professional practice, I will no doubt encounter significant issues which have not yet concerned me. I believe the most appropriate way to prepare for these issues is to nurture an open mind and to continually reinforce my integrative approach. While it is not necessary or even feasible for me to know all of the solutions to the problems, it *is* important for me to think about them. Only through the benefit of inquiring minds, will this profession grow and develop. ☐

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Time Spent in Home Production Activities by Married Couples and Single Adults with Children

by Robin A. Douthitt

Abstract

This study is a follow up to an article on family time use which was published in this journal. Data from the 1981 Canadian National Time Budget Study were used to compare time spent in home production activities with results from previous studies. Over time, married women employed full-time have not decreased the amount of time they spend working in the home. Married men with young children at home have increased the amount of time they spend in home work, although their contributions have remained invariant to their spouses' labor force contributions. Single parents' time allocation to work in the home most closely resembled that of married women, although they spent consistently less time than married women.

Résumé

Cette étude fait suite à un article paru dans cette revue concernant l'emploi du temps dans les famillés. On utilise les données du l'Étude canadienne nationale sur l'emploi du temps 1981 pour comparer le temps consacré aux activités de production domestique avec les résultats d'études antérieures. Au fil des ans, les femmes mariées travaillant à temps plein n'ont pas diminué le nombre d'heures qu'elles consacrent à leur travail domestique. D'autre part, les hommes mariés, pères d'enfants en bas âge à la maison, ont passé plus de temps à effectuer des travaux domestiques, bien que leurs contributions soient demeurées invariables comparativement aux contributions à la main-d'oeuvre de leurs épouses. La répartition du temps accordé aux tâches domestiques par les parents célibataires se rapporche plus de celle des femmes mariées, bien que le nombre d'heures consacrées à cet effet soit considérablement inférieur.

In a previous article published in this journal (Douthitt, 1984), the author reviewed sources of data measuring Canadian family time use and identified several areas where additional research was needed. Since that article's publication, two Government of Canada agencies, Department of Communication and Employment and Immigration Canada, have released the National Time Budget Study (NTBS) data (Kinsley & O'Donnell, 1983). For this article, the NTBS data were analyzed to fill in some of the previously identified voids in the area of Canadian family time use. Specifically, the objectives of this study were to examine time spent in home production by married couples and single adults with children and, through comparisons with published data, to assess whether there has been a shift in the amount of time married men and women spend in home work.

Data Description

The National Time Budget Study (NTBS) was a national survey of Canadian family time use conducted from September through October of 1981. Random digit dialing was used to sample residents of 14 cities. The design of the time use instruments was based on instruments developed and used by the Institute of Social Research at the University of Michigan in their Panel Study of Income Dynamics. Interviewers were instructed that the first individual, 15 years of age or older, to answer the telephone was a primary respondent in the survey. Participants were asked to recall their time use for the day prior to the telephone interview. Hours of labor force participation, but not other time use data, were collected for other family members.

The use of a sampling frame that corresponded to census tracts permitted evaluation of whether the final sample was representative of the underlying population of Canada. In general, within each of the communities, the NTBS sample was representative with regard to population age, marital status, and number of children.[1]

When regional data were pooled, the unweighted sample was not representative of the aggregate geographic regions. For example, when compared to the population of Canada, the Prairie and Atlantic regions were oversampled. Thus, it was necessary to weight observations in the married couple and single-parent data sets to ensure that the respective samples were representative. Further analysis revealed an overrepresentation of single, male-headed households with children. In addition to a geographic weight, the single-parent sample was weighted so that it would be representative by gender.[2]

An important limitation to the NTBS was that survey questions were not

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[1] A complete description of the sampling plan and the survey design is available from the Arts and Culture Branch of the Department of Communications, Ottawa, Ontario K1A 0C8.

[2] A complete description of the weights used is available from the author upon request.

asked about a respondent's family relationships. Although data were collected on number and ages of family members, these data cannot be identified with the respondent. Individuals 15 years of age or older in the household were coded as adults making identification of children 15-18 years of age virtually impossible.

These limitations posed some obstacles to defining the samples of married and single-parent households used in this study. The married samples included respondents who reported being married and who were living with another adult over the age of 18 and of the opposite gender, plus one or more children under the age of 15. The single-parent sample included respondents who were not presently married and who were living with one or more children under the age of 15, and no other adults.

Total time spent in home production was measured by constructing a variable that included the NTBS categories of time spent preparing and cleaning up after meals; caring for and cleaning clothing; doing routine indoor and outdoor chores and home repairs; providing child care and guidance; shopping; attending to financial management activities; travelling to and from related work home activities; and tending to personal care.

Analysis

A conventional method of reporting descriptive household time use data has been to crosstabulate number and age of children by employment status of the mother and to compare the resulting means. This technique would be suitable if there was an equal probability that households in the sample have reported time use for each day of the week. Because this was not the case in our final samples, we ran descriptive weighted least squares regressions, controlling for day of the week. The parameter estimates were used to predict time spent in home work for families of different descriptions.

In addition to day-of-the-week control variables, we included in our descriptive regressions three independent variables that have consistently been significant predictors of family time allocation. The variables included family size (Hall & Schroeder, 1970; Meissner, Humphreys, Meis, & Scheu, 1975; Stafford, 1983; Walker, 1973); mother's (or single parent's) participation in the labor force (Butler, 1983; Cogle, Beakley, & McFatter, 1981; Hall & Schroeder, 1970; Maret & Finlay, 1984; Meissner et al., 1975; Stafford, 1983; Walker 1973); and age of the youngest child (Hall & Schroeder, 1970; Sanik, 1981; Stafford, 1983; Walker, 1973). This specification was by no means inclusive of all variables found to influence family time use. Because we were working with relatively small samples and our primary purpose was descriptive, we chose as few of the independent variables as possible to replicate results from previous Canadian studies.[3] Table 1 presents a complete list of independent variables and their definitions.

Table 2 presents weighted regression results for married women, married men, and single parents. The simple model specification explained a significant amount of variance in home time use for all three groups. The single-parent equation was least significant. However, this result was due in part to a higher ratio of variables to observations for that sample.

Contrary to previous findings (Hall & Schroeder, 1970; Sanik, 1981; Stafford, 1983; Walker, 1973), age of youngest child was not a significant correlate with home work in any of our equations. Two factors could have contributed to this result. The first factor was the specification of the youngest child's age. Because children's ages were coded categorically in the NTBS, we were unable to construct a continuous variable for age of youngest child. Differences in time use may not have been picked up by the discrete (categorical) cut-offs between age categories adopted in the NTBS data. Secondly, with the oldest child in our analysis only 14 years of age, we were comparing age effects over a smaller segment of the family life cycle than was used in previous studies. That is, if our omitted category of youngest children included 15-18 year olds, significant differences could have emerged.

For married women, time spent in home production activities was significantly related to family size and the amount of time she spent in the labor force. Women who were

Table 1. Variable Definitions

Variable Name	Variable Description
MONDAY	Dummy variable equal to 1 if time use data collected on Monday; 0 otherwise.
TUESDAY	Dummy variable equal to 1 if time use data collected on Tuesday; 0 otherwise.
WEDNESDAY	Dummy variable equal to 1 if time use data collected on Wednesday; 0 otherwise.
FRIDAY	Dummy variable equal to 1 if time use data collected on Friday; 0 otherwise.
SATURDAY	Dummy variable equal to 1 if time use data collected on Saturday; 0 otherwise.
SUNDAY	Dummy variable equal to 1 if time use data collected on Sunday; 0 otherwise.
1n FAMSIZE	Natural log of family size (number of adults plus children).
PT-LFP	Dummy variable equal to 1 if mother or single parent works in labor force part-time (self-defined); 0 otherwise.
FT-LFP	Dummy variable equal to 1 if mother or single parent works in labor force full-time (self-defined); 0 otherwise.
AOYC 0-4	Dummy variable equal to 1 if youngest child is less than 5 years of age; 0 otherwise.
AOYC 5-12	Dummy variable equal to 1 if youngest child 5-12 years of age; 0 otherwise.

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[3] To the extent that omitted variables are important determinants of time use, the regression parameters may be biased. However, as long as omitted variables and remaining independent variables are independently distributed, the coefficients of the included variables will not be biased, but their variances will be upward biased. This would imply that our standard errors are overestimated and significance tests overly conservative. The effects of omitted variables are captured by the estimated intecept term (Kmenta, 1971).

Table 2. Descriptive Regressions of Weekly Time Spent in Home Production Activities by Gender and Marital Status[a]

Variables	Married Women	Married Men	Single Parents
Constant	4.92**	0.99	2.93
	(1.44)	(1.29)	(1.57)
MONDAY	-0.64	-0.40	3.64**
	(0.61)	(0.56)	(1.28)
TUESDAY	-0.38	0.33	-0.81
	(0.59)	(0.59)	(1.10)
WEDNESDAY	-0.32	0.35	-1.43
	(0.58)	(0.59)	(1.21)
FRIDAY	-0.01	0.93	-1.01
	(0.35)	(0.58)	(1.05)
SATURDAY	0.21*	2.22**	4.09**
	(0.57)	(0.55)	(1.42)
SUNDAY	-2.19**	1.75**	1.16
	(0.58)	(0.52)	(1.10)
1n FAMSIZE	2.33**	0.16	1.38
	(0.86)	(0.68)	(1.13)
PT-LFP	-0.98*	-0.39	0.35
	(0.46)	(0.36)	(1.24)
FT-LFP	-2.47**	-.24	-1.75*
	(0.35)	(0.33)	(0.87)
AOYC 0-4	0.51	1.61	0.80
	(0.98)	(0.98)	(1.26)
AOYC 5-12	-1.25	1.15	0.07
	(1.00)	(0.90)	(1.20)
Adjusted R^2	.27	.12	.19
F	11.83**	4.64**	2.31*
n	329	294	63

[a]Unstandardized regression coefficients; standard error in parentheses.
*p ≤ .05 **p ≤ .01

employed either part-time or full-time allocated significantly less time to home production activities than their counterparts who were full-time homemakers.

For married men, none of the demographic characteristics were significant predictors of the time they spent in home production activities. The result that men's home work was unresponsive to wife's labor force contributions is consistent with previous findings reported by Hedges and Barnett (1972), Sanik (1981), and Walker (1973).

For single parents, labor force participation was the significant demographic predictor of time spent in home production activities. The results indicate that single parents with full-time labor force commitments spent significantly less time in home production activities than their full-time homemaker counterparts.

Across all three samples, day-of-the week dummy variables were significant. Significantly more time was spent in home work by all three types of parents on Saturday compared to Thursday (the omitted category). On Sunday, married women spent significantly less time while married men spent significantly more time in household work than on the omitted weekday (cf. Meissner et al., 1975). For the single parent, significantly more time was also spent in home production on Monday (vis-à-vis Thursday).

Results and Discussion

Tables 3 and 4 contain predicted values of weekly time use by married women and men respectively, based on the weighted regression results reported in Table 2. To be consistent with previously reported studies, estimates were derived for families with different numbers of children and ages of youngest child.[4] Further, consistent with previous studies and the significant regression results noted in Table 2, additional predictions were made based on the other/single-parent paid work status. Three different paid weekly work scenarios were examined: zero hours, part-time employment, and full-time employment. Employed NTBS respondents were allowed to define whether they were employed part- or full-time.

Predicted time use: Married women. Table 3 presents predicted values of time use by married women. For all married women, the amount of time spent in home work when the youngest child was 5-12 years of age was less than that noted for women whose youngest child was 13-14 years of age. However, the differences were not statistically significant. Women who

Table 3. Married Women's Weekly Time Spent in Home Work by Own Employment Status, Age of Youngest Child, and Number of Children

Children	Mother's Weekly Labor Force Work		
	None	Part-time	Full-time
Youngest Child			
< 5 yrs. old			
1 child	54	47	36
2 children	58	51	41
3 children	62	55	45
5-12 yrs. old			
1 child	41	34	24
2 children	46	39	29
3 children	50	43	32
13-14 yrs. old			
1 child	50	43	33
2 children	55	48	37
3 children	58	52	41

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[4] Predicted values were only calculated for family sizes of 3-5 corresponding (for married couples) to the presence of 1-3 children. Although we could use regression parameters to predict time use for households with more children, because the underlying cell sizes were so small, we opted not to do so.

Table 4. Married Men's Weekly Time Spent in Home Work by Wife's Employment Status, Age of Youngest Child, and Number of Children

	Mother's Weekly Labor Force Work		
Children	**None**	**Part-time**	**Full-time**
Youngest Child			
< 5 yrs. old			
1 child	25	22	23
2 children	25	22	23
3 children	25	22	24
5-12 yrs. old			
1 child	21	19	20
2 children	22	19	20
3 children	22	19	20
13-14 yrs. old			
1 child	13	11	12
2 children	14	11	12
3 children	14	11	12

were full-time homemakers spent about 41-62 hours per week working in the home, depending on the number of children and age of the youngest child in the family. Women who worked full-time held the equivalent of another full-time job working in the home. Their home production contributions ranged from 24-45 hours, depending on the number of children and age of youngest child.

Compared to previous studies by Adler and Hawrylyshyn (1977), Harvey and Clark (1975) and Meissner (1981), we found that home work has increased for full-time homemakers and for women who are labor force participants.[5] Meissner (1981) reported that female, full-time homemakers with at least one child under the age of 10, spent 44.6 hours per week working in the home; and female, full-time homemakers with no children under the age of 10, spent 40.3 hours per week working in the home. Hawrylyshyn (1976) reported time use ranging from 35-60 hours per week in home work by female, full-time homemakers.

Harvey and Clark (1975) found that employed married women with children under the age of 5 spent 47.2 hours per week in home work. Hawrylyshyn (1976) reported that employed married women with an only child 6 years of age or younger spent 27 hours in home work. Overall, he reported time use ranging from 20-37 hours per week in home work by women in the labor force.

There are at least two factors that prevent us from concluding that the differences noted between our data and previous findings are longitudinal trends. First, the previous studies drew regional rather than national sample of families for study. Alder and Hawrylyshyn (1977) and Harvey and Clark (1975) analyzed data from the Halifax region. Meissner et al. (1975) analyzed time use of families in British Columbia. Differences noted between this study and previous studies may be attributable to differences in the underlying populations. Secondly, mean values of time use in this study were based on families with children under 15 years of age, while previous studies included families with children 18 years of age or younger. Aggregate results from this study will overestimate the average time spent in home production given that age of youngest child and mothers' time use are inversely related.

Predicted time use: Married men. Table 4 presents predicted values of time use by married men. Time spent in home work amounted to an additional half-time job. Although not statistically significant, age of the youngest child proved to be negatively related to the father's home work contribution. Alternatively stated, the older the youngest child, the less work married men did in the home. Fathers' contributions to the home economy were invariant to the amount of time their wives spent in market work.

A comparison of these results to previous work by Harvey and Clark (1975), Adler and Hawrylyshyn (1977) and Meissner et al. (1975) indicates that married men have been spending more time in home production activities. This pattern was evident when the youngest child was 12 years of age or younger and regardless of their wife's labor force status. Previous studies indicated that married men with preschool children spent about 15 hours in home work activities, regardless of wife's labor force status. Results reported in Table 4 indicate that such fathers spent about 22-25 hours in home production.

Similar caveats to those applied to married women regarding longitudinal inferences from these data must be heeded. Further, comparisons between this and previous studies may have been capturing cohort effects. For example, the fathers who lived with teenage children in the NTBS were in the same cohort as those who had preschool children when the time budget studies were conducted in the early 1970s. Thus, it should come as no surprise that fathers who had worked 15 hours in the home when their children were young continued to spend that same amount of time when their children were teenagers. If such a cohort effect were present, we would expect that if another national time budget study were conducted today, that the average time spent in home production by married men with teenage children would have increased.

Predicted time use: Single parents. Table 5 presents time spent in home work activities by single parents. Their general time use patterns were similar to those of married women. Single parents who are full-time homemakers worked the equivalent of a full-time job in the home, with hours per week ranging from 39-52 depending on age of the youngest child and number of children present. Home work by single parents was negatively related to level of participation in the labor force. Single parents who were full-time participants in the labor force spent from 27-39 hours per week in home work. One consistent difference between single parents' and married women's time use was that, regardless of labor force attachment and children's characteristics, married women spent more time working in the home than did their single-parent counterparts.[6] One conclusion that may be drawn, but not confirmed by this

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[5] However, we are unable to test whether between study differences are significant. This limitation applies to all remaining comparisons made between studies in this report.

[6] Again, from these results, we can not conclude that these differences are statistically significant.

Table 5. Single Parent's Weekly Time Spent in Home Work by Own Employment Status, Age of Youngest Child, and Number of Children

	Parent's Weekly Labor Force Work		
Children	**None**	**Part-time**	**Full-time**
Youngest Child			
< 5 yrs. old			
1 child	45	42	33
2 children	49	46	37
3 children	52	49	39
5-12 yrs. old			
1 child	40	37	28
2 children	44	41	31
3 children	46	44	34
13-14 yrs. old			
1 child	39	37	27
2 children	43	41	30
3 children	46	43	34

analysis, is that this extra effort was necessitated by the presence of a marital partner or a larger stock capital (e.g., housing) requiring maintenance. Because there have been no previous studies of single parents' time use, we are unable to make longitudinal comparisons of time allocation.

Conclusions and Implications

The National Time Budget Survey has provided an important source of information regarding Canadian family time use. Analysis of the data enabled us to fill in some of the gaps in our knowledge about family resource allocation. Important basic knowledge gained is information regarding time spent in household production by single parents. As the incidence of divorce increases so does the importance of our understanding this state as it becomes an increasingly common stage in the family life cycle. No other national Canadian studies of single parents' home time use have been conducted. The NTBS data provide valuable benchmark evidence.

Overall, it appears that single parents spend less time in home work than married mothers. This reduction would be expected if a share of time spent by married women in home work is attributable to the presence of a spouse. Further study is needed to ascertain which home work activities are reduced and whether reductions are made in child-care related activities.

As married women's role in the labor force has increased, speculation has grown that sex roles in the home must also be changing. Evidence from the NTBS compared with that from prior studies bears out the common notion that married men are working more in the home. However, similar comparisons do not indicate that married women are reducing the amount of time they spend in home work. This analysis leads to the question of whether task-specific roles within the family have changed, or whether men are simply spending more time in traditional activities. This remains an important area for future research.

Findings regarding the general trends in home work are important in addressing concerns about the impact on children of mother's increasing labor force participation. General results presented in this study indicate that there has not been a decline in home work time by women working full-time in the labor force. However, further work is needed to examine whether any changes in home time, spent specifically with children, occurred between 1972 and 1982. □

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Undergraduate Student Use of Information Sources When Selecting Programs in Human Ecology

Sheila A. Brown and Carol D.H. Harvey

Abstract

This paper reports the results of a survey of students who entered a program in the Faculty of Human Ecology, University of Manitoba, over a four-year period, after the Faculty changed its curriculum, entrance requirements and name in 1981. The purpose of the research was to identify the sources of information in Human Ecology before and after entry. This information is valuable in ensuring that recruitment strategies are effective and helpful in reaching prospective students. It also adds to the literature on educational consumerism. Implications of relevance to similar educational units are outlined.

Résumé

Cet article rapporte les résultats d'une enquête auprès des étudiants inscrits à la faculté d'écologie humaine de l'université du Manitoba; l'étude a été échelonnée sur une période de quatre ans, après que la faculté eût changé son programme d'études, ses critères d'admission et son nom en 1981. Le but de cette recherche était d'identifier les sources de renseignements utilisées par les étudiants et d'évaluer leurs impressions sur les programmes d'écologie humaine, avant et après leur admission. Ces informations contribuent à assurer l'efficacité des stratégies de recrutement à atteindre des étudiants éventuels. L'article ajoute aussi aux divers documents se penchant sur le consommateurisme dans le domaine de l'éducation. On y souligne également les implications de rapport avec des unités pédagogiques similaires.

In 1981 the Faculty of Human Ecology at the University of Manitoba introduced a new curriculum along with revised entrance requirements. At the same time the Faculty adopted the name Human Ecology. To inform high school students, school principals and counsellors, and other interested parties about these changes, the Faculty developed new brochures and posters. These, along with University information sources like the Admissions Handbook, were distributed to schools and to those seeking details about the Faculty's program.

The Faculty wanted to assess the relative usage and helpfulness of the various information sources available to students, as well as to determine students' impressions of the Faculty before and after admission. Accordingly, a survey of students was conducted. Students who entered the Faculty in the four years immediately following the changes were asked to complete a questionnaire.

This paper reports the results of this survey. Beyond its immediate practical value to the Faculty, it was felt that the information gathered would be of interest to a wider readership because of its implications for universities with programs in human ecology, home economics and related fields, and for those professionals who come into contact with high school students who are considering the choice of a university program.

Related Literature

Although the survey was undertaken for a specific and pragmatic purpose, its administration stemmed from an appreciation of *educational consumerism*. This concept identifies the student as a consumer of educational services and implies that the student is entitled to enjoy the same rights as consumers of other services and goods. Implicit in this definition is the notion that a marketing relationship exists between the supplier of these services (the university or faculty) and the user (the student).

This conceptualization is one illustration of the broadened definition of marketing first proposed by Kotler and Levy (1969) which has gained wide acceptance in the marketing field. It is not without its critics however (e.g., Luck, 1969). Nonetheless, marketing principles are now applied to many non-profit situations where an exchange takes place (Brown, 1982).

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Interest in non-profit marketing has led to several textbooks (e.g., Kotler, 1982), including one specific to marketing for educational institutions (Kotler & Fox, 1985). The key to the marketing relationship is the concept of exchange. As part of their role in the exchange, educational institutions must "search for prospects (students), develop products (courses), price them (tuition and fees), distribute them (announce time and place), and promote them (college catalogs)" (Kotler, 1979, p. 40).

In order for students to accept the program, "the products being offered by the college must be equal to or greater than the price asked and the benefits being offered by its primary competitors" (Huddleston, 1980, p. 20). The price can, of course, include time, effort, and opportunity costs as well as the actual financial outlay for fees, books, and living expenses.

The view of students as consumers was seen as logical by Swagler (1978) because students are the recipients of educational services. Haliburton (1978), Packer (1978), and Stark and Griffith (1979) supported this view; however, Moye (1977) suggested that a different relationship to the marketer-consumer one exists between educational institutions and students. He argued that the student does not *consume* education but rather is "a participant in, a contributor to, a beneficiary and a product of the education process" (p. 192).

This view is closer to that of students as investors in their own future, which is also noted by Swagler (1978). Others would argue that educating the next generation of leaders is a societal as well as an individual benefit and, therefore, the student's position vis-à-vis the education institution is only part of a necessarily much broader and more complex relationship.

These views do not appear to be mutually exclusive, and no matter what position one accepts, the debate has raised public consciousness about educational issues (Stark, 1977, p. 212). It is also apparent that, different conceptualizations of the student-university relationship notwithstanding, choice of a university and program are major decisions for students with long-term implications (Chapman, 1978). Accurate information is vital to that decision. For this reason, Huddleston (1980) argued that an institution should examine its relationship with its students and assess their level of satisfaction. Likewise, Pain (1984b) stressed the need to focus on the decision-making processes the students use and the role of sources of information in thóse processes. Pain examined the ways students chose the College of Home Economics at the University of Saskatchewan and urged that further research be done at other Canadian institutions. She found that university students were the most important source of information, utilized by 59.2% of the sample. This was followed by college faculty (53.3%), by printed material from the university (50.7%), and by parents/spouse (47.4%) (Pain, 1984b).

A recent study conducted in the United States yielded information on choice of major. Young and Johnson (1986) surveyed home economics and business majors at Washington State Univjersity and found that home economics was selected on the basis of students' assessments of interests, skills, and potential financial reward. The person who influenced them the most was "mother" (75%), followed by "father" and "girlfriend" (50% each).

The research on educational consumerism should be of interest to all educators, particularly its practical applications. The objectives of the present study were, therefore, to provide practical information of value to the Faculty on information sources used by entering students, perceived helpfulness of these sources, and students' impressions of the Faculty both before and after admission. In addition, it was hoped that the study would add to a growing body of educational consumerism research.

Methods

Population. All students registered in the Faculty of Human Ecology at the University of Manitoba who entered in the four years following the introduction of the new program in 1981 were asked to participate in this study. A questionnaire was administered in January, 1983 to second year students who were taking *Introduction to Research* and to first year students in *Human Needs in the Near Environment,* both courses required of all students. After slight revision, the questionnaire was also administered to first year students in January, 1984 and January, 1985 in *Human Needs in the Near Environment.* All students were asked to complete the questionnaire, although in accordance with ethical guidelines, participation was voluntary.

Students not in attendance when the questionnaires were administered were not contacted. Usable responses were obtained from 93, 86, 63, and 81% of the entering classes of 1981, 1982, 1983, and 1984 respectively. The smaller percentage of usable responses for 1983 was largely a result of incorrect completion of response sheets designed for optical scanning, leading to several being discarded.

Questionnaire. Members of the Faculty's High School Liaison Committee developed the questionnaire. It included 16 questions which covered the following topics:

- information sources used and found helpful,
- nature of student impressions of the Faculty before entry and their current perceptions of the accuracy of those prior impressions,
- knowledge about the Faculty's new program and its majors (Clothing and Textiles, Family Studies, Foods and Nutrition, and Comprehensive), and its influence on the decision to apply,
- students' assessments of the appropriateness of the programs offered by the Faculty for men and women, and their explanations of what is Human Ecology,
- background information on location of students' high schools and year of completion; sex; year of first enrolment, and previous university experience.

The data were summarized using absolute and percentage frequencies of responses to the various questions, for each of the four years of students.

Two potential limitations of the study should be noted. The data from the survey administered to the class which entered in 1981 may not be truly compatible with data from subsequent classes, as data were gathered when most of the students were in second year. In the other three years, the students had been in the Faculty for only one term. While the general pattern of the results coincides quite well with that from other years, this difference should be borne in mind. Second, the substantially lower percentage of usable responses for the class entering in 1983 may have affected the results. Indeed, in some cases findings for that year are noticeably different.

Results

Profile of respondents. Reflecting the mix in the Faculty, the majority of the respondents were female (from 96-94%). In each year from 29-40% were students who had transferred from another Faculty at the University of Manitoba or from another university. The majority of the internal transfers came from the Faculties of Arts and Science. The majority of external transfers were from other universities in the province, especially the University of Winnipeg.

About 50% of the students per year came from Winnipeg. In the first two years of the survey at least another 20% came from Brandon, Manitoba. However, in the last 2 years of the survey, students came from a variety of locations within and outside the province. Most of the students (58-75%) had graduated from high school in the 2 years prior to entering university, although 14-28% had completed high school from 3 to 5 years earlier. One or two percent in each year were mature students who had never completed high school.

Information sources used. The questionnaire listed 23 sources of information about the Faculty, and students were asked to check all that they had used. Frequency of use of the sources is shown in Table 1. The Admissions Handbook from the University of Manitoba was the most frequently used source, followed by students in the Faculty and friends. Parents were much less frequently used than Young and Johnson (1986) found. Our data showed from 9-27% of the students used "parents" as an information source, while Young and Johnson found "mothers" were used by 75% and "fathers" by 50% of home economics students at Washington State University.

Students were asked, "Of the information sources checked, which *one* did you find most helpful?" Results showed that the most frequently used source, the Admissions Handbook, was also the most helpful. From 20-28% of students cited the Admissions Handbook as the most helpful source, while students in the Faculty (9-12%) and contact with the Faculty by letter or telephone (6-12%) followed in being chosen as the most helpful source. Approximately 5% found each of the following the most helpful: friends, home economics teachers, guidance counsellors, and Information Days which is a University-sponsored high school outreach program. Some sources which were used by a sizeable percentage of students were not cited by many as most helpful, for example, posters and Career Days. These findings suggest variability in the frequency of usage and impressions of helpfulness of the different information sources used by incoming students.

Students were asked if they had seen the Human Ecology poster that was distributed to all high schools in the province. The poster was colorful (orange and yellow) and eye-catching. A small amount of copy gave information about the changes in the Faculty. After 2 years a new poster was used of the same design but with different copy. Students were asked, "Did you see the Faculty of Human Ecology posters in your school?" If they answered "Yes", they were then asked, "What did the poster say?" In the 1981 entering class, only 12% said they had seen the poster, although that percentage increased to 26% for the 1982 class. It subsequently decreased to 16% and 12% of the 1983 and 1984 classes respectively. Of those who had seen one of the posters, the accuracy of recalling its message was very limited for the 1981 class (11.5% accuracy), but it improved in the next year to 24% accuracy.

Impressions of the Faculty before and after admission. Students were asked an open-ended question about the impression they had of the Faculty

Table 1. Use of Information Sources about the Faculty of Human Ecology (Frequency of use in percent)

	Year of Entry			
Information Sources	**1981**	**1982**	**1983**	**1984**
Media Sources				
Admissions Handbook from U. of M.	71	69	69	70
Pamphlets in school	17	29	32	24
Posters in school	16	19	22	10
Newspapers, radio, television	5	3	19	6
Career resource centre	5	4	22	8
Choices and/or Reeds computer program	2	4	28	8
People Sources: Peers, Friends, and Family				
Students in the Faculty of Human Ecology	35	38	47	34
Friends	35	28	42	34
Parents	12	9	27	14
Sisters or brothers	10	10	23	7
Educational and Professional Sources: High School and University				
Contacted Faculty by letter or telephone	21	23	35	23
School guidance counsellor	20	33	38	22
School home economics teacher	20	19	29	22
Other teachers	5	5	22	5
Home economist	3	8	28	7
4-H leader	2	2	23	3
Special Programs as Sources				
Information Days at U. of M.	12	18	29	17
Tour of the U. of M. Human Ecology facilities	10	9	26	11
Open House at U. of M.	8	8	22	13
Career days at high school	7	11	24	16
Buddy days at the Faculty	2	6	17	1
Manitoba School Science Symposium	2	2	17	0
Careers Symposium at Convention Centre	0	7	24	16
Other	13	15	22	12
(N)	(130)	(159)	(144)	(153)

before entry. The question was: "What impression did you have about the Faculty before you came?" From 32-37% of the students had a positive general impression, and 19-24% had a positive impression of a specific aspect of the program in the first 2 years the survey was conducted, although this dropped to 2-6% in the last 2 years. Some students, 9-17%, had an incomplete impression, and 4-11% had no impression. A negative general impression was perceived by 1-5%.

Students were also asked if their impression proved to be accurate, and if not, how it was different. Of the 1981 entering students, 55% found their impression accurate and this increased to 65% in 1982. Figures of 57% and 60% were found for 1983 and 1984 respectively. For the 15-24% of students who found their impressions inaccurate, reasons varied. Some said "The Faculty offered more than I expected," or "I had to take more unrelated or required courses than I expected."

Asked if there was something they should have known before entering the Faculty, 56% of respondents in 1981 felt they had sufficient information, and this increased to 69, 78, and 73% respectively for the 1982, 1983, and 1984 classes. Those who wanted additional information gave a variety of responses, with each response category having a percentage of less than 10. Included were requests for information on required courses, course content, program content, and career options.

In the first 3 years of the survey, students were asked whether or not the Faculty's new program had influenced their decision to apply. This question was omitted in the 1984 survey because the question was no longer relevant. In 1981 a third of the respondents said that they had been influenced to apply because of the new program. A similar percentage had not been aware of the new program and the remaining third had not been influenced by it. By 1982 these percentages had changed markedly: 60% had not been aware of the new program and only 16% had their decision to apply influenced by it. A similar pattern was found for 1983 entrants. Aspects given as being influential included the nature of the programs offered. A few respondents (4%) commented on the value of immediate entry into a major and the related issue of "avoiding" certain courses.

Students were asked about their choice of major, if they knew they were required to choose a major in first year, if they planned to change majors, and if so, why. By far the majority of respondents knew they would select a major in first year and were planning on continuing in the same major. There was a lower awareness of first year choice of major among the 1983 class (69%) compared to 80, 83, and 84% for 1981, 1982, and 1984 respectively. For the relatively small number of students who were contemplating or had changed majors, the primary reason given was that they were changing to an area of greater interest.

Students were also asked if they thought the program was appropriate for both men and women. From 74% (1984) to 88% (1983) felt that it was. There were a few suggestions for improvement from the small number of students who felt the program was not appropriate. The suggested improvements applied to specific aspects of the program or courses students thought were too female-oriented. Others suggested that perhaps men did not realize the Faculty offered appropriate choices for men, were put off by the number of women, or were affected by the traditional female stereotype associated with the Faculty.

Students were asked how they responded when asked by someone, "What is Human Ecology?" Table 2 gives a summary of the responses. There has clearly been a shift over time in some categories of the students' explanations. There was an increase from 1981 to 1984 in the number who described the four majors. There was also an increase in the number who suggested that Human Ecology was the study of people in relationship to their environment, and there was a decrease in the number who described it as home economics.

Discussion and Implications

Information sources used. Findings indicate that students entering the Faculty of Human Ecology used a wide variety of information sources. Based on our results which showed that there were a substantial number of transfer students, promotion on the Faculty and its programs must be an on-going process which is conducted both in the schools and elsewhere. This is in accord with Pain's (1984a) suggestion that universities should not focus solely on providing information to first year students, even though the students' "search for information declined from first through fourth year" (p. 189).

In contrast to Pain's (1984b) finding that university students were the most used source of information (p. 175), our data showed that the Admissions Handbook was used the most frequently. Other students in Human Ecology and friends were also used, but they were not the primary sources. It should be noted that in Pain's study, the students cited as a source of information were not identified by program, whereas in the present study specific reference was made to students in the Faculty of Human Ecology. The role of university stu-

Table 2. Student Explanations of "What is Human Ecology?" (Percentage Frequency)

	Year of Entry			
Student Explanations	**1981**	**1982**	**1983**	**1984**
Home economics	27	31	29	15
Description of four majors	20	16	17	29
Study of people and their environment	18	9	17	30
Dispel misunderstandings	12	14	2	7
New home economics program	9	8	7	11
Study of family and society	5	9	23	3
No response	5	9	23	3
Total	100	100	100	100
(N)	(119)	(146)	(100)	(135)

dents in informing prospective ones about program alternatives probably warrants further investigation. Nonetheless, since students within the Faculty were used as sources of information by prospective students, faculties would do well to ensure that current students are well-informed advocates. This can be done by reviewing program missions and goals with students, in courses or other appropriate forums. When changes in curricula or entrance requirements take place, current students should be made aware of these changes in order to communicate accurately and completely to others.

Home economics school teachers and pamphlets in high schools were also used as sources of information. Efforts should be made to ensure that the pamphlets are accurate and up-to-date, that teachers are kept informed of program changes, and that there is an adequate supply of pamphlets.

The posters were not as effective a means of communication as the Faculty had hoped. Only a modest number of students saw the poster and disappointingly few retained an accurate impression of its message. Perhaps posters are not a very appropriate vehicle for communicating with the target audience in this case. It is more likely that posters and brochures were not placed where students would see them. Sending posters and brochures directly to teachers of human ecology, home economics or family studies, as well as to school counsellors may be more effective than sending them to school principals or counsellors alone. Teachers may display the materials in the classroom. A human ecology poster in a foods or clothing laboratory will likely be noticed by more students than when it is sent to the counsellor's office. It may or may not be posted, and it could be in competition with materials from other programs. Posters, where used, should be eye-catching and attention-getting, but the content of the copy may be less salient. Important and detailed program information is better conveyed through brochures, the university calendars, and documents such as an admissions handbook.

Impressions of the Faculty before and after admission. A majority of students (55-65%) found their impression of the Faculty before entry accurate but from 15-24% did not. It is important, therefore, that the most be made of opportunities to explain programs to prospective students and to dispel erroneous and incomplete impressions.

It was gratifying to see that a substantial majority of students felt they had adequate information about the Faculty before entry, particularly in the more recent years. Those students wishing additional information, although relatively few, wanted more information on courses, programs, and career options.

It is interesting to note that, over time, an increasingly large number of students were unaware they were entering a "new program" in the Faculty of Human Ecology. When it was introduced most of those students would have been in Grades 9 through 11 and perhaps had little reason to acquaint themselves with the program. The results indicate either how rapidly program changes become assimilated by students or alternatively suggest the short-term impact of change.

The fact that most students were aware they would choose a major in first year indicates that information about the new program had been successfully disseminated. Previously, students had selected a major at the end of first year. The relatively small number of students changing their major since entering the Faculty may be an indication that the information available had contributed to the students making the correct choice, although this cannot be directly concluded from the data reported here. One of the reasons for the program change was representations from students that they would prefer to enter their program of specialization directly upon entry.

Although few men are entering the program, it was pleasing nonetheless that most respondents believed the program was appropriate for men and women. There were suggestions for improvement and faculty members must be alert to the need to ensure that individual courses are not female-oriented, that men are made aware of what the program has to offer, and that all students know the appropriateness of the program for men as well as women.

The results shown in Table 2 are interesting both for the explanations given and the changes over time. It should be noted that no context was specified when students were asked how they responded if someone asked "What is Human Ecology?" Some students' responses were in terms of human ecology as a field of study; others were specific to the Faculty at the University of Manitoba. However, since the Faculty teaches students about the field in its programs, the two issues are not completely separable. As noted earlier there was an increase in number of students describing their own or the four majors offered by the Faculty. There is no doubt that many students value specialization in one of the Faculty's three departments. Those who wish a more generalist education can enrol in the Comprehensive program. However, there is some cause for concern when students' description of the field focusses on the specializations and does not include or emphasize the interrelationships among the specializations which define this field of study. These results suggest the importance of continuing to stress the interrelationships among food, nutrition, clothing, textiles, family shelter, family management, and family relationships, for therein lies the individuality and strength of human ecology.

Also noteworthy from Table 2 is the decrease in the number of students who said they had to dispel misunderstandings when describing human ecology, the decrease in the number describing it as a new home economics program, and the increase in those describing human ecology as the study of people in relationship to their environment. This last explanation is in accordance with the definition of the field adopted by the Faculty.

In general our findings relate to the concept of educational consumerism because they identify factors which can influence the students' choice of a university and a program. Because consumers seek information to assist them in their decision-making processes, universities will benefit from feedback about information sources used and found helpful and the impressions gained from them. The identification, development, and distribution of appropriate information vehicles allows universities and their units to do a better job of communication about programs to prospective students. It also helps in student recruitment.

Conclusions

Despite the limitations noted earlier, the survey yielded valuable data on the information sources used by students who entered programs in Human Ecology. The results also provide information on the impressions students had of the program both before and after entry. The results suggest ways of improving informational materials.

In terms of student impressions of the program after entry, the results suggest areas which should be monitored. These include ensuring students appreciate the interrelationship among majors within the program, in order that they can convey what Human Ecology is to others; and ensuring that the program continues to be appropriate for men and women.

Information sources should receive further study. In particular, greater exploration of the relative roles of parents, students, and others in informing and influencing student impressions of university programs is needed (cf. Holdaway & Kelloway, 1987). A follow-up study in several years time would provide useful data on whether use of information sources has changed. Another area for further study would be the distribution of information. Here research is needed on the role of high school counsellors, home economics and other professionals, and the extent to which relevant information is reaching them.

The findings of this survey have been and continue to be useful for the specific program described here to develop information materials, programs, as well as to assess and plan orientations for new students. Other human ecology or home economics units may wish to use these findings in evaluating their promotional material and outreach presentations. These data may also be of interest to those charged with student recruitment in other programs.

Acknowledgments.

The authors appreciate the cooperation and assistance of faculty and students in the collection and analysis of the data reported here. The authors also thank Dr. B.E. McDonald, former Dean of the Faculty of Human Ecology, University of Manitoba, for supporting the project and for his comments on an earlier draft of this paper. □

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Abstracts of Current Literature

Family and Consumer Studies

Anticipating Relocation: Coping Strategies and the Meaning of Home for Older People.

Rutmans, D.L., Freedman, J.L.
Canadian Journal on Aging, 7(1), 1988, 17-29.

When dealing with the effects of relocation of older persons, most studies have examined the effects in terms of mortality rates after the relocation, and have not considered the more subtle effects, such as social interaction and psychological well-being, even before the move occurred. This study explores the emotions an older person experiences during the "waiting list" period, and addresses the respondents' meaning of home. Sixty-three people awaiting relocation to a rent-subsidized apartments were given the PGC Multi-level Assessment Instrument and a questionnaire regarding their attitude toward relocation. At the second interview, conducted 9 to 12 months later, an additional questionnaire was given regarding their degree of choice of the move, and the importance of home. At the second interview, approximately half had been relocated. Neither group showed signs of decline in health, cognitive, ADL or psychological well-being indices. A significant difference occurred in the time between the two interviews, in that, the relocated respondents increased their amount of social interaction with friends and had a higher level of satisfaction on the environmental measures. They also had a higher morale and overall psychological adjustment. The waiting list group showed little change on these psychosocial variables. A large number of all respondents felt that the decision to move was their choice, which allowed them to exert some degree of control. Home had a special meaning for many respondents because they were able to exercise personal control over the environment. A greater percentage of relocated respondents than the waiting list group found the relocation to have been stressful. The coping mechanism used most often by a large proportion of respondents was escape/denial/distraction. Although the relocation process was stressful for many of the relocated group, they were able to deal with it successfully.

A Development Analysis of Elementary School-Aged Children's Concepts of Pride and Embarrassment

Seidner, L.B., Stipek, D.J. and Feshbach, N.
Child Development, 59, 1988, 367-377.

This research examines the age at which children associate the emotions pride and embarrassment with conditions, based on the same criteria as adults. The adults and children were asked to describe situations where they felt happiness, sadness, pride, and embarrassment. The sample consisted of 41 adults and 190 children, who were in kindergarten, grade two, four, and six. The children were interviewed individually and were asked to describe one actual and one imagined event for each emotion. Pride was described, more often than happiness, in situations where the respondent had internal control. Happiness occurred usually when the subject had no control over the situation. Subjects described feeling more embarrassed when the event was associated with internal and controllable events, while sadness was expressed in an external event. In the description of pride and embarrassment-evoking situations, adults were less likely to refer to an audience than were the children. An audience was more frequently referred to in embarrassment-evoking situations than pride-evoking situations. External recognition and an audience was important to children in events exhibiting pride. Developmental change was found in the standard used by the subjects to evaluate the emotional situations. References to social comparison increased with age as references to mastery decreased.

Sexual Differences in the Expression of Depression in Adolescents

Baron, P. and Joly, E.
Sex Roles, 18(1/2), 1988, 1-7.

Previous studies have revealed clear differences between men and women in responses of depressed college students. This Canadian study examined the patterns of depressive responses in male and female adolescents. There were 249 subjects (152 females, 97 males), who ranged in age from 12 to 17 years, with the average being 14.9 years. The sample consisted of 63 percent francophones and 37 percent anglophones. The students were asked to respond to the Beck Depression Inventory (BDI), which measures the affective, behavioral, cognitive, and somatic dimensions of depression. The results revealed no significant effect for sex, age, or language, however, the expression of depression was different for females and males. Females' symptoms of depression are characterized by body image distortion, loss of appetite, weight loss, mood, and lack of satisfaction. Symptoms expressed by males were irritability, work inhibition, social withdrawal, and sleep disturbance. Of particular importance to females adolescents is the relationship between depression and physical self-concept. The external focus of females is bodily concerns, while for males it is performance concerns.

Positive Attitudes Toward Disabled People: Disabled and Nondisabled Persons' Perspectives

Makas, E.
Journal of Social Issues, 44(1), 1988, 49-61.

This study examines the attitudinal areas in which discrepancies occur between disabled and nondisabled persons when in a social interaction. This interaction may result in stress and increase avoidance. The disabled and nondisabled person may have different opinions of what positive attitudes and behaviors are towards a disabled person. The study consisted of three groups, the disabled, the "good attitudes" nondisabled, and the nondisabled student respondents. The subjects completed the Issues in Disability Scales, IDS. The nondisabled student respondents completed the IDS twice, first honestly, and then with "fake well" instructions, while the good-attitude nondisabled respondents answered it once, honestly. With the disabled groups responses used as a standard, the nondisabled subjects changed their responses in the wrong direction when trying to respond positively. The good-attitude nondisabled group differed on few responses with the disabled group, while the nondisabled student group differed on most areas.

The disabled respondents expressed that they do not want special treatment because of their disability and the good-attitudes nondisabled respondents agreed with this. The nondisabled student sample felt there should be special treatment given to those with disabilities. Nondisabled people need to be educated that their positive attitude may offend some people, while the disabled people should realize that these discrepancies may be from well-intentioned nondisabled people.

Supplementary listing of articles

Unimanual Hand Preferences in 6-Month-Olds: Consistency and Relation to Familial-Handedness. McCormick, Cheryl M., & Maurer, Daphne M. (1988). *Infant Behavior and Development,* 11, 21-29.

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Textiles and Clothing

Clothing for elderly and non-elderly men: A comparison of preferences, perceived availability and fitting problems.

Hogge, V., Baer, M., & Kang-Park, J. (1988)
Clothing and Textiles Research Journal, 6(4), 47-53.

As consumers aged sixty-five and older become more numerous and become more influential in the marketplace, more knowledge on the clothing needs and concerns of this population is needed. The purpose of this study was to compare the preferences of several aspects of ready-to-wear clothing of elderly and non-elderly men. The perceived availability of preferred size, colour, fabric design, fiber content, and design features of trousers was analyzed. Fitting problems with jacket and shirts and their perceived comfort were also determined. Participants in the study consisted of 50 men, 65 and older, and 50 men, 30 to 50 years. A Clothing Preference Interview Schedule was developed, adopted from a Clothing Needs of Elderly Women Questionnaire, to provide data on clothing preferences of both groups. Resulting data were coded and computer analyzed using the Statistical Package for Social Sciences, and influential statistics were computed to establish relationships or differences between the two groups.

Results indicated differences in preferences and perceptions of clothing between the two groups. In general, the older group found garments in preferred sizes and colours more easily than the younger population. The common fitting problem of both groups with shirts and jackets was sleeve length. The older men preferred trousers with cuffs while the younger men preferred straight legs. Both groups found their ready-to-wear garments were comfortable to wear, and identified fit as the most important factor when purchasing clothing.

This study cautions against generalizing results to the entire male population as the findings were based on samples of limited sizes, and a restricted geographical area.

Durability of firefighters' protective clothing to heat and light.

Day, M., Cooney, J., & Suprunchuk, T. (1988)
Textile Research Journal, 58(30), 141-147.

Over the last decade, Canada has developed standards on protective firefighting clothing that reflect conditions identified by Canadian firefighters. The retention and durability of desirable protective properties during firefighting is an important quality.

The purpose of this study was to evaluate firefighters' protective outer shells after exposure to simulated fire conditions. Nine fabrics of different fiber types were tested including; Nomex III; Polyamid/FR viscose blend; Proban FR cotton; Zirpro FR wool; PBI/Kevlar (40/60); FR Dermoflex on Nomex; Gore-Tex on Aramid PJ; Neoprene Nomex PJ; and Nomex quilt. Each fabric varied in weight, thickness, and colour. Fabrics were subjected to forty hours of noonday simulated sunlight from a Xenox Weather-Ometer and to a total of thirty-five minutes of 250 C heat from an air forced circulating oven. Changes in the fabrics' colour, tear strength, flame resistance, and thermal reflective performance were measured.

Results indicated exposure of firefighters' protective clothing to light and heat can cause substantial physical changes in fabric resulting in significant losses in strength. Fabrics of Nomex III, Zirpro flame resistant wool, and PBI/Kevlar were particularly susceptible to light and underwent marked reductions in tensile tear strength. Heat exposure resulted in significant reductions in tearing strength of all outer fabrics tested and increasing tearing strength of moisture barrier fabrics.

In conclusion, in terms of standards, this study pointed to the need to identify what exposure conditions should be selected to provide firefighters with some degree of security.

The impact of technology on apparel designer training.

Sheldon, G. (1988)
Clothing and Textiles Research Journal, 6(4), 20-25.

The impact of new technology on today's apparel industry has been great. To prepare future designers to enter this new environment a clear understanding of current technological developments and their influence on apparel designers is needed.

The purpose of this study was to assess current and projected usage of computerized equipment in the design industry and to determine how these changes would require different skills. A questionnaire was developed by the author to assess the current and projected status of technology and designer recommendations on course work and needed exposure to computerized equipment in designer training.

The samples of ninety-five designers were randomly drawn from lists of American women's, men's, and children's apparel manufacturing companies. Resulting data were analyzed using the Statistical Package for Social Sciences.

Results indicated a considerable increase in the use of computerized equipment by apparel manufacturers, particularly with designers and pattern makers. Projected use for these types of systems was also very great. These findings indicate a large need to educate future apparel designers not only in a creative capacity but also in computerized technology. Educators must update current curriculum and facilities to keep up with new advancements.

Abrasion of single filaments in an Accelerator.

Elder, H., Ellis, T., & Yaha, F. (198)
Journal of Textile Institute,, 2, 72-79.

The desire to predict the wear of textiles in service has lead to the development of a new "tumble" type Accelerotor Abrasion Tester. This instrument is recognized as an important, efficient, and versatile means of testing fabrics for abrasion.

The purpose of this paper was to analyze this machine's efficiency by studying abrasion characteristics of single filaments. A polyetheline-fiber and a propylen-fiber single filament were threaded into four viscose "carrier-fabrics". These fabrics were identical in nature except for differing cover factors. The fabrics were then abraded in the normal manner for periods of time ranging from .5 to 20 minutes. The tensile properties of the filaments were determined before and after abrasion using an Instron Tensile Tester.

Results indicated a gradual decrease in mechanical properties of both filaments as the abrasion time increased. This was attributed to the abrasion action. Results also indicated a consistent relationship between fabric cover and resistance to abrasion; the resistence to abrasion decreased as the cover factor increased.

In conclusion, this study suggested the new instrument clearly provided an increase in the accuracy and efficiency of abrasion prediction.

Supplementary listing of articles

An evaluation of antioxidants from the conservation of museum textiles. Asche, K., & Crew, P. (1988). *Clothing and Textiles Research Journal,* 6(3), 10-16.

Effects of situational and individual influences on the selection of daily clothing. Kwon, Y. (1988). *Clothing and Textiles Research Journal,* 6(4), 6-13.

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Reviewed by
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Food and Nutrition

Culture versus biology: Children's attitudes toward thinness and fatness.

Feldman, W., Feldman, E. and Goodman, J.T. (1988).
Pediatrics, 81, 190-194.

In order to understand how and when children acquire adult cultural concepts of beauty, an extensive literature review was completed. A recent study of adolescents showed that self-perception of obesity and actual weight differed between the sexes. Almost half of the girls thought they were overweight when 83% of these girls were at normal weight for height. Boys who thought they were overweight tended to be overweight. More than half of the girls had dieted and 15% had induced vomiting to lose weight. In other studies, non-obese girls as young as 5 or 6 years of age had expressed fears of gaining weight. The available evidence suggest that at age 7 years, and possibly earlier, children have acquired adult cultural perceptions of attractiveness.

In a study asking subjects to ascribe temperamental and behavioral characteristics to three body silhouettes (thin, normal, heavy), 6 to 9 year olds liked the normal figure best. They described the normal figures as kind, happy, friendly, and polite. The heavy figures were described as lazy, lying, and cheating. Another study of 5 to 20 year old females used side-view drawings of the three body types. No subject wanted to look like the heavy figure and 30% wanted to look like the thin figure. A study of 10 and 11 year old children found that when asked "which boy (girl) do you like best?", drawings of obese children were ranked the lowest, even below drawings of children with missing limbs or in a wheelchair.

When investigating the transmission of values regarding physical attractiveness, television was seen as the prime candidate for influencing children. It delivers a message of thinness being equated with beauty and success. The authors called for further study on the effects of television on cultural perceptions of beauty. Effects of other social influences such as story books, magazine articles and advertisements and comic books in the development of attitudes towards thinness also need to be studied.

Acceptability of a 7-day higher-carbohydrate, lower-fat menu: The Beltsville diet study.

Hallfrisch, J., Steele, P., Hoehner, S.C., Kim, W., Mertz, W. and Reiser, S. (1988).
Journal of the American Dietetic Association, 88, 163-171.

For 13 weeks, 20 men (aged 23 to 56), 19 premenopausal women (aged 21 to 48), and 14 postmenopausal women (aged 49 to 65) consumed a 7-day rotation diet. The average daily composition of the diet was 50% carbohydrate (complex 35%, simple 15%), 35% fat (P:S 0.7) and 15% protein with 100 mg cholesterol, 1 g sodium and 14.5 g neutral detergent fiber per 1000 kilocalories. Breakfast contributed about 15% of total calories, lunch 30% and dinner and evening snack 55%. The acceptability of the menus were examined through questionnaires administered 20 weeks after the experimental diet period concluded.

The study diet was ranked as good as or better than their own diet by 51% of the respondents. Two beef meals were ranked as the best meals while dinners of flounder and halibut were ranked as the worst meals. Of the 29 separate foods suggested to be eliminated from the menus, 17 were vegetables, with green beans topping list. Five fruits were mentioned and the remainder were meats or condiments. Some of the foods missed the most included pizza, fried foods, spicy foods, casseroles/stews, alcohol, and sweets/cakes/desserts.

Blood pressure, cholesterol levels, and glucose responses were all improved after consumption of the diet. Twenty-eight subjects said they would try to stay on a similar diet if biochemical results changed positively. As well, 30 subjects said they would modify their diet to some extent.

This study indicated that present dietary guidelines can be transformed into attractive, acceptable menus using commonly available foods and that it is not necessary to completely give up many foods previously considered as dangerous or fattening luxuries.

Promoting breastfeeding at a migrant health centre.

Young, S.A. and Kaufman, M. (1988)
American Journal of Public Health, 78, 523-525.

An intervention program to promote breastfeeding was introduced at a migrant health center in North Carolina. Women in the program were participants in the Special Supplemental Food Program for Women, Infants and Children (WIC). The breastfeeding progrm was based around a breastfeeding class at the Center. A free layette, offered to prenatal clients attending the breastfeeding class, was advertised by a poster at the Center. Classes were scheduled at times when women attended the Center to pick up WIC food vouchers. The classes discussed women's concerns about breastfeeding with client comments providing the basis for the facilitator to present the benefits and techniques of breastfeeding. Women intending to breastfeed were provided with an identification card which served to alert hospital staff to their intention. Hospitals were provided with a bilingual, pictorial flipchart designed to assist non-English speaking clients to request their infants be brought for feedings.

During a 13-month period, 158 prenatal client received care at the Center and participated in the WIC program. The prenatal class was attended by 101 of these women. Infant feeding information was obtained for 64 of these women of which 52% were breastfeeding upon hospital discharge. In a study of similar ethnic groups, the breastfeeding rate was 10-23%.

The nutritionists at the Center observed that most of the barriers to breastfeeding concerned issues relating to the woman rather than the infant. These included, feelings of embarrassment, the need to return to work, convenience, and the desire to use oral contraceptives. It was concluded that health professionals working with low-socioeconomic, ethnic groups should investigate patient-perceived barriers to starting and continuing breastfeeding. Only in this way can culturally sensitive programs be designed and implemented to encourage and support breastfeeding.

Dietary quality and eating patterns of adolescent girls in southwestern Ontario.

Absolon, J.S., Wearring, G.A. and Behme, M.T. (1988).
Journal of Nutrition Education, 20, 77-81.

Several factors in the home and school were investigated to examine diet quality and eating behavior of a group of 111 female adolescents. All of the volunteer subjects were in grades 7 to 10 at three schools. Data collection consisted of a self-administered eating pattern questionnaire, a 24-hour food recall, and recording of height and weight.

Mean diet quality scores did not vary significantly between grades and suggested that diets of study participants were adequate in terms of Canada's Food Guide. Food items not classified into any food group provided from 330 ± 190 kcal/day for grade 7 to 500 ± 220 kcal/day for grade 8. The average energy intake consisted of 15% protein, 50% carbohydrate, and 35% fat. Nutrients of concern were calcium, iron, folate, and vitamin C, all of which were consumed in amounts below 70% of the Canadian Recommended Nutrient Intakes by 16-54% of the sample.

The number of breakfasts and suppers per week as well as parental preparation of breakfasts emerged as variables predictive of dietary quality. Thirty-one percent of the girls reported a parent prepared breakfast, while 62% prepared their own and 16% at breakfast alone. Parents prepared lunch for 53% of the subjects and 38% of the girls prepared their own lunch. Home-packed lunches were carried to school by 93% of the sample. Breakfast seemed to be the meal that was most often missed. As well, 865 of the girls considered good nutrition habits important. In terms of body weight, more than half of the girls regarded themselves as being in a normal range, while 9% considered themselves underweight and 35% classified themselves as overweight. Twenty-four percent reported they were currently dieting to reduce body weight, although only 7% were above the 95th percentile of weight for height.

Body mass index and mortality among nonsmoking older persons. The Framingham Heart Study.

Harris, T., Cook, E.F., Garrison, R., Higgins, M., Kannel, W. and goldman, L. (1988)
Journal of the American Medical Association, 259. 1520-1524.

The relationship of weight at 65 years of age and subsequent mortality was examined in 1723 nonsmokers who were followed from 1 to 23 years (mean - 9.5 years) as part of the Framingham Heart Study. The sample excluded current smokers and ex-smokers who reported smoking cigarettes at any of the biennial examinations in the 10 years before age 65. The major independent variable was body mass index, or BMI [weight (in kg)/height^2 (in meters squared 0).]. The sample included 597 men, with 217 deaths and 1126 women, with 309 deaths, Cardiovascular diseases were the major cause of death, affecting 49.8% of male deaths, and 48.5% of female deaths. Cancer was the cause of death in 26.3% of males and 24.9% of females.

For both sexes, a BMI in the 70th percentile or above (¼ 28.4 kg/m^2 in males, ¼ 28.7 kg/m^2 in females) was associated with a decreased survival as shown by life tables. The effect of remaining overweight from middle age on mortality risk was assessed for subjects at or above the 70th percentile of BMI at both ages 55 and 65 and for subjects at or above this level at age 65 only. Those who were overweight at both ages 55 and 65 years were at significantly higher risk for mortality. This relationship remained significant even after controlling for weight-associated cardiovascular disease risk factors such as blood pressure, serum cholesterol and serum glucose levels.

The study concluded that there was a consistent relationship between greater BMI levels and longevity for older nonsmokers, especially with reference to cardiovascular diseases.

Supplementary listing of articles

Post-partum breastfeeding support. Impact on duration. Saunders, S.E. and Carroll, J. (1988). *Journal of the American Dietetic Association,* 88, 213-215.

Computer-analyzed dietary intake printouts: Guidelines for their design and student comprehension. Byrd-Bredbenner, C., Lewis, M., Davis, B. and Antanitis, R. (1988). *Journal of the American Dietetic Association,* 88, 311-316.

The effectiveness of two methods of delivering nutrition information to the general public. Byrd-Bredbenner, C., Martin, R., Lewis, C.J. and Shannon, B. (1988). *Journal of Nutrition Education,* 20, 63-69.

Food allergy. Sampson, H.A., Buckley, R.H. and Metcalfe, D.D. (1988). *Journal of the American Medical Association,* 258, 2886-2890.

Vitamin D supplementation for northern native communities. Indian and Inuit Health Committee, Canadian Paediatric Society (1988). *Canadian Medical Association Journal,* 138, 229-230.

Breastfeeding incidence and duration in black and white women. Kurinij, N., Shiono, P.H. and Rhoads, G.G. (1988). *Pediatrics,* 81, 365-371.

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Canadian Home Economics Association
L'Association canadienne d'economie familiale

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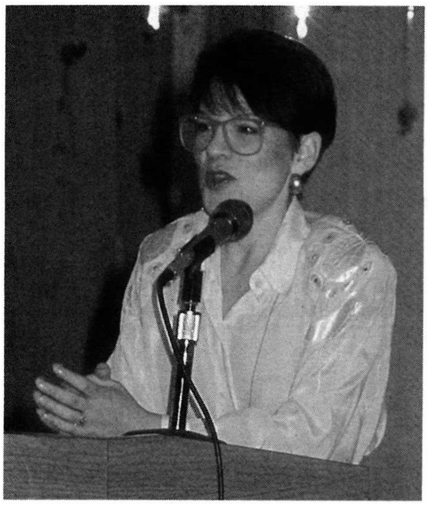

Lois Arnold

On the Job

Profile of a Home Economist as Director of Consumer Services

Lois Arnold

The power of contacts through such professional associations as the Canadian Home Economics Association is something that continually energizes me. It has been the strong unifying force throughout my various positions since completing my dietetic internship in 1972.

I find great satisfaction in tapping into this very valuable resource and have appreciated the experience of being a former Membership Chair and now current HEIB Chair for CHEA. We need to strongly stress to new graduates that being an active member of a professional association is vital to their professional satisfaction and success.

Being able to share resources and ideas or to ask advice from professional contacts leads to job opportunities, solutions to problems, and renewed pride in one's position and profession.

In my current position as Director, Consumer Services for Best Foods Canada Inc., I have had the chance to become familiar with the marketing function related to consumer packaged goods and to gain an insight into how a company operates. In the Consumer Services Department, there are four professionals with degrees in Home Economics, working in specialized areas within our broad professional field of knowledge.

In our Department, we interact daily with the Business Unit Managers, who are responsible for the Best Foods Brands. Also, daily communication with the Technical Department is vital in understanding the various issues at hand. Liasing with the manufacturing plants and the sales force on a continual basis, adds a special stimulation and perspective to our jobs in Consumer Service.

The Consumer Services Department handles all consumer correspondence including requests for product information and recipe booklets, as well as consumer complaints. In the area of product promotion, Consumer Services develops and implements all product related public relations programs, including recipe development, food photography, food shows, product demonstrations, and media contacts. As well, Consumer Services has input into all consumer related information for packaging and advertising copy.

A strong and growing area at Best Foods is sensory evaluation. This is part of the responsibility of my Department. Vital information from a sensory standpoint is provided in the areas of product development, product reformulation, and quality control. The management of the market research function has been recently added to the very valuable sensory development position.

The challenges that I face in my position as Director, Consumer Services are probably similar to those facing other working as professioal Home Economists. I see these challenges as:

- Keeping my imagination and enthusiasm on edge by looking at things with a creative eye and asking the question, "What if?"
- Reading and keeping current. I make it my personal challenge to know what is happening in the industry.
- Continually developing effective oral and written communication skills. This is essential to becoming a credible professional.
- Being a problem solver. Talking to people throughout the Company to gain a better understanding of issues that affect my Department and the entire Company. A clear understanding of the issues leads to more effective solutions. ☐

Lois Arnold obtained a BHSc from the University of Guelph and did her Dietetic Internship at St. Michael's Hospital in Toronto. She is the current Chairperson of the Home Economists in Business section of CHEA.

Book Reviews

If you are interested in reviewing a book, please contact the Book Review Editor, stating your area of interest. A complimentary book which may be kept will be sent to you for review.

Book Review Editor
Nancy J. Trowbridge
343 Iler Ave.,
Essex, Ont.
N8M 1T9

Clothing Decisions by Anita Webb-Lupo & Rosalyn M. Lester. (1987). Glencoe Publishing Company, 320 pages; price unknown.

Clothing Decisions explores all aspects of clothing in a concise, imaginative way. Young teenagers can relate well to this book to help them make personal clothing decisions and to teach them about cultural values, consumer issues, careers in the clothing industry, and basic construction. The 25 chapters are broken down into the following: the meaning of clothes, how to choose them, how to make them, how to take care of them, and how the industry operates.

Two unique topics covered in this book are: clothing throughout the life cycle, and clothing for special needs such as physical disabilities.

The format of each chapter steers the student in a direction that will help them gain the most knowledge. Each includes objectives, vocabulary, special features, and chapter reviews to check their knowledge, as well as encourage it past the limits of the book.

Each chapter contains colourful photographs, drawings, and charts to reinforce the topic being explored.

This book would be an excellent learning tool for the classroom, The teacher's resource guide has many stimulating activites, testing accompanying tools, and further areas of study. The variety of content and the readability of this book, makes this a work which can be recommended to high school teachers.

Reviewed by:
Lynn Daniel, BA, BEd
Secondary School teacher
Windsor, Ontario

Television and Your Child by Carmen Luke. (1988). Toronto, Canada; Kagan and Woo Limited, 165 pages; $14.95.

In an age where parents have been bombarded by advice on the negative aspects of television, Carmen Luke's book presents a welcome breath of balance. This book is aimed at parents with a genuine concern for the welfare of their television watching off-spring. Luke offers those parents ideas on the positive uses of television as well as the standard negative concerns.

The format of the print allows for wide margins which are accented by the key points in the chapter. Illustrations by Vincent Wicks add humourous touches throughout the text.

Carmen Luke's sensible approach to television viewing can be summmarized in the following:

"The problem is not with T.V. itself but with the ways in which people use and abuse the medium."

She suggests ways that parents can turn spaced out T.V. kids into children that are educated in the hows and whys of T.V. production. This, she claims, can help even young children to become selective viewers.

Many references are made to specific T.V. programs and their positive and negative influences. Canadian programming for children and adults is compared to several popular American programs. It is encouraging to note the growth of good Canadian programs. The use of both V.C.R.'s and music videos is discussed.

Carmen Luke has written an up-to-date book for parents. Teachers will also find useful her suggestions for involving children in continuing activities surrounding a T.V. program.

Reviewed by:
Eleanor M. Hart, BHSc
Freelance Home Economist,
Woodstock, Ontario.

Children Have Diabetes, Too by Robert G. McArthur (ed.). (1984). Regina; Centax of Canada, 121 pages; $12.50.

The stated purpose of this book was twofold: "(1) to provide an educational story pertaining to diabetes, for children and young adolescents through the illustrations and (2) to provide a detailed summary of the cause, diagnosis, management, and complications related to diabetes, for parents, families, interested adults and adolescents".

The content of the book is very comprehensive giving an in-depth review of subjects pertaining to diabetes. A strong point is the treatment of the psycho-social aspects of diabetes, which deals well with the emotional adjustment to chronic disease and possible changes in family and peer group dynamics.

The storybook illustrations and highlighted text passages stand well on their own and are suitable for a child's level of comprehension. This portion of the book may seem a bit juvenile to young teens, though. The text of the book is a strange mixture of complexities and oversimplifications, especially in the chapters dealing with the medical aspects of the disease. For example, when describing complications of uncontrolled diabetes, the terms used range from "tummy pain" to "papilloedema".

Several illustrations are included to augment information given in the text. Most are easy to follow and understand. However,the illustration of the inside of a normal eye and one with changes resulting from uncontrolled diabetes is superfluous. It is neither labelled well nor fully explained by the text. The book often ignores the reading level of the intended audience. Much of the vocabulary used requires further definition. To this end, a short glossary is included. This could further benefit by expansion and alphabetization.

While the usefulness of the book for young teens alone is questionable, it does meet the goal of providing an illustrated story for children. The in-depth text would be useful for adults and teens, if they were guided through it as part of an overall diabetes education program.

Reviewed by:
Laurie A. Wadsworth, BSHEc, MSc
Public Health Nutritionist
Saskatchewean Community Health Services
Regina, Saskatchewan

Old World Stitchery for Today by Grazyna J. Kozaczka. (1987). Radnor; Pennsylvania Chilton Book Company, 232 pages; Soft Cover $23.95.

Old World Stitchery is a delightful reosurce book on Traditional Polish Embroideries. The book combines historical, sociological, and technical information in an enjoyable, easy to read fashion. The book acquaints the reader with a fascinating history of the highly popular and lesser known embroidery techniques. The author does a superb job of describing the evolution of various techniques from their origins to the present. For example, in the chapter on Goldwork, she traces the origins of goldwork from China's Imperial shops, through those of King Tut's raiment, to the Papal Vestments of the Middle Ages, to it's arrival in Poland. Finally she describes how Polish needleworkers adapted those elements of design and methods in their ethnic embroideries.

The book contains 34 beautifully charted, practical needle projects from the author's personal collection. The instructions for each project are written in an easy to follow method and are clearly documented through illustrations. The embroidery stitches are clearly explained.

This is an excellent reference book for any one interested in the history of crafts or for those teaching crafts at a practical or prófessional level.

Reviewed by:
Edith R. Zawadiuk, BSc (Home Economics)
Regional Home Economist
Alberta Agriculture
Two Hills, Alberta

Quebec Women: a History by Clio Collective. (1987). Toronto: The Women's Press, 396 pages: paperback $19.85.

"Quebec Women: A History", is similar to a quilt made out of small pieces of historical information about women in Quebec since 1617. This book deals with the lives of our female ancestors, too often forgotten in the traditional history books.

The recent version is a translation of "L'histoire des femmes au Québec depuis quatre siècles" first published in 1982. It was written by a group of feminists "The Clio Collective" composed of four historians: Micheline Dumont, Michèle Jean, Marie Lavigne and Jennifer Stoddart.

This work is of interest to general public as well as for all concerned about improving the conditions of the lives of women and their families. It is interesting, amusing, exciting and sometimes surprising or controversial. It tells how women lived, worked, gave birth, and were educated through the centuries, it allows us to understand the struggle they had to undergo through history to obtain some rights. It explains the very few choices women were left with through the history and the consequences of each of these choices.

The authors look at the history of the traditional heroines from a different point of view. Many names of unknown heroines appear in the text. New interpretations of historical events are brought to our attention. Traditional beliefs are challenged. The evolution of Home Economics educations at all level is discussed.

The book is well structured and divided according to dates of historical significance for women. Each of the six parts of the book begins with an overview of the main events of that period. The impact of these events on the daily lives of women are discussed thoroughly in each chapter. The conclusion of each section allows the readers to see how the events lead into the next historical period. Framed sections of anecdotes, texts of law, extracts from letters, songs and others, are scattered through the texts adding to the interest of the book. A useful list of further readings is found at the end of each chapter. An annotated index of names and organizations is included to help the reader find specific information. Among the flaws of the book is the inconvenience created by the almost unavoidable repetition of some materials. Illustrations which add to the richness of the French version are completely omitted in the English version.

No doubt, the conditions of women through the centuries have improved. Laws have changed giving equal rights to women. However as the authors conclude, "This legal revolution, is still more an ideal than a reality" (p. 377). What is our role as home economists in pursuing this struggle toward equality? Issues such as the legality of abortion, universal availability of daycare centres and segregation of work according to gender are still very much debated today. Looking retrospectively at the history, can help educators of home economics to define the role they should play in preventing the perpetuation of the traditional sex roles and in opening the way for a better future for the girls and women of today.

Reviewed by:
Sylvie Corbeil, BEd (HEc)
MA graduate student, Montreal, PQ

What do you say when ...?

What Do You Say When . . .
Asked About Dietary Recommendations for Cancer Prevention

Lee Cowan, R.Dietitian
Cross Cancer Institute, Edmonton

Scientists now believe that 35% of all cancers may be related to diet. This fact is often distorted by the myths and fallacies surrounding diet and cancer prevention. Thus, in 1986, the Canadian Cancer Society published dietary recommendations to help Canadians reduce their risk of cancer (Facts on Cancer and Diet, [Facts], 1986). These guidelines are designed for healthy adults and are not recommended for children. The following article provides an explanation of the recommendations and an overview of the supporting scientific evidence.

Reduce your total fat intake to no more than 30% of your total energy intake

Epidemiological and laboratory studies indicate that high fat diets are associated with an increased risk of developing cancers of the breast, colon and rectum, endometrium, and prostate. These cancers are among the most prevalent in Canada and lack a cure (Bright-See, 1987). The mechanisms by which fat facilitates the development of cancer remain unclear, however, two theories predominate in the literature. In the digestive system, fat stimulates bile secretion which may increase or alter the bacterial production of carcinogens. In the reproductive system a relationship between fat and hormones is thought to enhance the development of cancers (Cohen, 1987).

We do not know if the degree of saturation of dietary fat alters this process (Miller, 1978). Although total fat content appears to be the determining factor in carcinogenesis, it may be prudent to recommend a decrease in saturated fat intake as a first step in reducing total fat intake based on its role in coronary heart disease.

Increase your intake of fiber-containing foods to 30 grams per day

Foods high in fiber appear to provide protection against cancers of the colon, rectum and stomach. It is known that fiber, the indigestible part of plant foods remains in the digestive tract and absorbs water. The resulting increase in bulk promotes regularity and dilutes any carcinogens directly ingested in food or produced by the normal bacterial flora of the gut. Thus, fiber decreases the exposure of the lining of the gastrointestinal tract to these carcinogens by a combined bulk-dilution effect and a decreased transit time (Facts, 1986).

It is not possible to state which types of fiber affords the greatest protection, therefore it is suggested that both water soluble and insoluble fibers, obtained from a variety of foods, be consumed daily. All studies that have demonstrated a beneficial effect of fiber have examined the role of naturally occurring fibers in foods. The action of fiber supplements is not known and their use is not recommended.

Have several servings of fruits and vegetables daily

Vitamin A. Epidemiological and laboratory evidence suggests Vitamin A may be protective against cancers of lung, mouth, larynx, bladder and esophagus. Most research has focussed on the effect of B-carotene, the precursor of Vitamin A present in fruits and vegetables. It is not known whether it is the action of B-carotene alone or in combination with other components of these foods that are the active compounds (Yamanaka, 1987). The role of active Vitamin A (retinol) has not been determined and supplements are not recommended.

Vitamin C. Studies have shown that frequent consumption of Vitamin C containing foods may lower the risk of gastric and esophageal cancers. Laboratory evidence indicates that this nutrient inhibits the formation of carcinogenic nitroso compounds from nitrates or nitrites. Although it has not been conclusively shown that Vitamin C inhibits this reaction in vivo, an increased consumption of Vitamin C containing foods is encouraged (Yamanaka, 1987).

Brassica Vegetables. Epidemiological studies indicate that vegetables from Brassica genus of Cruciferous family may offer additional protection against colon cancer. These vegetables, already a source of fiber and Vitamin C, may contain other compounds which inhibit the development of cancer. Substances under investigation include indoles and flavones (Bright-See, 1987).

Keep your weight close to ideal.

The risk of developing many types of cancer, particularly breast cancer in post menopausal women, is increased in overweight people (Cohen, 1987). A popular explanation is that excess energy in these individuals is consumed in the form of fat. However animal studies indicate that rats, who are overweight as a result of excess energy consumption, develop more tumors than controls regardless of the level of fat in their diet. Thus it appears that being overweight independent of the composition of the diet poses the increased risk.

If you drink alcohol, have two or fewer drinks per day

Alcohol is particularly harmful when taken in combination with smoking, and cancers of the mouth, larynx, esophagus and upper respiratory tract occur most often in people who drink alcohol and smoke. Furthermore, excessive beer consumption has been associated with an increased risk of cancer of the rectum (Facts, 1986).

Recently, a highly publicized study linked even a moderate alcohol consumption to an increased risk of breast cancer (Golditz et al., 1987). However, many researchers have criticized the design of this study and questioned its results. The role of alcohol in the etiology of liver cancer remains controversial.

Clearly the issues surrounding alcohol consumption require further study, however until further investigations have been done, a moderate alcohol intake, if used at all is strongly recommended.

Minimize your consumption of smoked, nitrate cured, and salted foods

Many people express concern over the use of nitrates and nitrites as preservatives in foods. However what is seldom recognized is that these substances occur naturally in many fruits and vegetables which also contain Vitamin C that may block the conversion of nitrites to nitrosamines (Cohen, 1987).

In view of the possible conversion of nitrites to nitroso compounds, and the high incidence of stomach cancer in countries whose diets contain large amounts of smoked, cured, and heavily salted foods, a limited intake of these foods is suggested.

Other areas of research

The role of many other nutrients relative to cancer prevention is being investigated. At the present time, there is insufficient evidence to recommend widespread dietary changes or the use of supplemental B-vitamins, Vitamin E, selenium, or calcium (Facts, 1986).

Although the general public perceives that food additives are cancer causing, there is no scientific evidence to substantiate this belief. The use of all additives is allowed only after stringent laboratory testing and their use is strictly regulated by the Food and Drug Directorate.

Cooking methods such as smoking or barbequing have been shown to increase the amount of carcinogens present in food and other cooking methods such as microwaving, baking, and broiling are recommended.

Conclusions

Although these recommendations were based on the most current scientific information available, it is possible, even expected, that they will change as further studies are conducted. The recommendations agree with other guidelines for the prevention of heart disease and the Nutritional Recommendations for Canadians (Bright-See, 1987). However, it must be emphasized that there are no guarantees and it may be many years before the effect of dietary modification diminishes the overall incidence of cancer. ☐

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New Developments

Compiled by Ann Scott

. . . In Ideas

Eating Disorders

According to Marshall Fine, a family therapist and professor in the Department of Family Studies at the University of Guelph, anorexia nervosa can begin innocently enough with a diet or a vigorous exercise program to lose a few pounds and end up with an extended, sometimes fatal, loss of weight.

The development of an eating disorder, whether it be anorexia or bulimia can involve a combination of many influences; including family, biology, culture and society. Much of the current research in this area has focused on the role of the family in shaping these disorders. Fine states that although anorexia and bulimia are different syndromes, studies have not yet found any clear differences in the dynamics of their family origins.

Research indicates that families of both anorexics and bulimics tend to be male-dominated and have little separation between the functions of parents and children. The parents are unable to make united decisions and solve their own conflicts and the child (usually a daughter) gets pulled into the middle. The parents may also be overprotective and rigid in setting rules.

"The basic issue tends to be one of control," says Fine. "Autonomy and separation are difficult for these children and their families. It's often difficult for the children to leave home and become independent."

"For overprotected children, there is a sense of loss of autonomy and control," says Fine. "They may find that dieting is one way they obtain a sense of mastery and control over their lives." However, their dieting or bizarre eating patterns can end up taking control of them.

Parents of bulimics and anorexics are often perfectionists and the families tend to emphasize appearance.

"This preoccupation with appearance coupled with society's emphasis on thinness and beauty as cultural ideals, especially for women, is a powerful influence on a growing child," says Fine.

In the treatment of these disorders, therapists believe it is important that the family be involved in order to deal with the autonomy issue.

Prof. Betty Miles, a nutritionist in the Department of Family Studies suggests that it is important that anorexics and bulimics have long-term follow up and support from a nutritionist or dietitian. Behavior modification approaches have proven successful in many cases, with the dietitian and client working out a contract for a mutually acceptable weight gain. With proper nutrition, much of the physical damage caused by the diet disorders can be reversed.

Help and information is available from the National Eating Disorder Information Centre, Toronto General Hospital College Wing, 200 Elizabeth Street, Room 2-332, Toronto, Ontario M5G 2C4, (416) 595-4156.

Source: *FACS Sheet* (May, 1988). College of Family and Consumer Studies, University of Guelph, Guelph, Ontario N1G 2W1.

Self-Image and Health Weight

The development of self-image, including physical characteristics, psychological aspects and behavior, is one of the major tasks of adolescence.

Several studies have linked body image to the concept of self-image. Obese children are usually found to have lower self-esteem which may be the cause or the consequence of obesity.

Stunkard and Mendelson (1967) found that three factors could contribute to lower self-image of an obese person; the age of onset of obesity, the presence of an emotional disturbance, and the negative evaluation of obesity by others.

In an Australian Study (Worsley, 1981), adolescent perception of self was related in complex ways to sex, ethnicity, ascribed social roles, personality, and their own perceived weight.

The most significant findings in a 1986 survey carried out by *Psychology Today* were the male-female differences, the central importance of weight in determining body image and the concern for fitness and health which was more closely linked than concern for appearance to a satisfying body image.

It is suggested that society needs to develop further teaching techniques to enhance self-esteem and that a wider range of 'normal' body weights should be accepted socially.

Source: Grantham, Peter (1988). Self-Image and Its Relationship to Healthy Weight. *Meat Probe, (5)*2.

Beatrice Paolucci Symposium

Michigan State University has announced that the Second Beatrice Paolucci Symposium will be held January 19-21, 1989.

The theme of the 1989 Symposium is "Ecological Decision-Making for the Future: Interdependence of Public and Private Spheres".

This Symposium, honoring the late Beatrice Paolucci, long-time faculty member of the College of Human Ecology at Michigan State University, will address one of Dr. Paolucci's primary concerns, that of understanding how families, through their decisions and actions, are shapers of human character and social destiny.

For further information: Write to Julie McDaniels-Smith, FCE Office, Room 107 Human Ecology, East Lansing, Michigan 48824-1030, (517) 355-7680.

. . . In Trends

Nutrition and Aging

The twelfth international symposium hosted by AB Marabou, a member of the Swedish Nutrition Foundation, focused on Nutrition and Aging. Topics that were addressed included the intricate biological problems of aging, the increased disease susceptibility of the aged, and the role of nutrition in affecting both, and thus influencing the quality of life.

Nutrition Reviews has published in full the proceedings of The Twelfth Marabou Symposium in its February 1988 issue.

Source: Olson, Robert E. (1988). Nutrition and Aging: The Twelfth Marabou Symposium. *Nutrition Reviews, 46*(2).

Waste Disposal: Solutions for the Future

According to Environment Canada estimates, Canadians produce between 16-18 million tonnes of garbage a year which represents an average daily output of 1.8 kg for every man, woman, and child in the country. Since these estimates are based upon a 1976-77 national survey of municipal refuse, it is likely that the total amount of garbage is now significantly greater.

Waste disposal is becoming a major concern, especially of the large urban areas. In the past, long-term disposal costs and problems were ignored in favor of less costly 'quick' methods of disposal.

The landfill site is quickly becoming a less viable method due to the shortage of land close to the large centres, the costly and time consuming environmental studies necessary to find a suitable location and opposition by citizens' groups concerning possible contamination of water supplies.

Incineration is an alternative to the landfill site but only about five per cent of municipal solid waste is now burned in North America; whereas in countries like Japan, Sweden, and Switzerland where landfill sites are extremely scarce, incinerators account for approximately 70 per cent of waste disposal.

Despite the benefits of incineration as a more efficient disposal method, environmentalists and citizens are concerned about toxic emissions and possible environmental hazards.

Through better waste management using the Four R's, reduction, re-use, recycling, and resource recovery, waste products could be reduced by at least 25 per cent.

It is suggested that every consumer can assist by reducing the amount of waste they produce and by pressuring industry and government to increase support for the 'Four-R' treatment methods.

Source: Green, Barbara (1988). Tomorrow's Trash. *Canadian Consumer, 118*(2).

. . . In Products

New Food Products for Infants and Toddlers

Changing infant feeding practices have resulted in the introduction of several new food products for infants and toddlers.

Since it is thought that the transition from baby foods to adult foods is too abrupt, H.J. Heinz Company has introduced Good N' Chunky meals with bite-sized chunks of meat, vegetables, and pasta that do not contain added sugar, flavor enhancers or artificial colors and have less salt than adult-type prepared meals.

For the older baby who is ready for a more flavorful taste and a thicker texture, Heinz has introduced a line of Thick N' Tasty cereals that contain more iron than adult products.

Milupa's line of toddler breakfasts includes enriched cereals combined with dehydrated fruits.

Both Heinz and Milupa have cereals with added formula so that breastfeeding parents need not purchase formula just to add milk.

Cereal-formula combinations with added powdered vegetables or fruit are also being marketed by Milupa called Infant Food or Baby Food.

Gerber's line of First Foods, vegetables and fruits with a smoother texture than conventional strained baby foods, are designed for the very young baby, just learning to swallow solid foods.

In-Touch, a newsletter by the Infant Nutrition Institute, reports that misconceptions about the additives in commercial baby foods continue to persist, even though the products are free of common preservatives, artificial flavors, and colors. Monosodium glutamate and hydrolyzed vegetable proteins have not been used in commercial baby foods since the early 1970s. Added salt has not been used since the mid 1970s. The one exception now is the Heinz toddler dinners which are mildly seasoned with a small amount of salt.

Many baby foods are available with no added sugar. None of the Heinz or Gerber cereals have sugar; however, Milupa Breakfasts and Mead Johnson's Sobee and Mixed Cereals do list sugar as an added ingredient.

A major advantage of commercial infant foods is that the level of vitamin and mineral enrichment is appropriate for this age group with added iron, calcium, thiamin, riboflavin, and niacin.

Source: News Release (March, 1988). Infant Nutrition Institute, 5650 Yonge Street, 16th Floor, North York, Ontario M2M 4G3, (416) 226-5757.

Information for Car Buyers

One important clue to the mystery of new car buying is a computer-printed sticker which lists the manufacturer's suggested retail price. But only two provinces require dealers to display the stickers and three more require disclosure only if the customer demands it.

Canadian Consumers' 1988 Autosource suggests that you always ask to see the sticker price on a new car. Other useful tips in getting the best deal include not being timid about asking for a price reduction, especially when buying a luxury car and making sure that rebate programs include the car you want and not just the ones on the dealer's lot.

Autosource can help you find the right car by providing you with the 1988 AutoIndex which describes the manufacturer's list prices and features available on 167 models of cars and passenger vans that cost $75,000 and less.

Source: News Release (May 13, 1988). Consumer's Association of Canada, Box 9300, Ottawa, Ontario K1G 3T9, (613) 733-9450.

. . . In Publications

Report on Post-Secondary Education

Access to Excellence, the report on the recent post-secondary education initiatives, is now available. This report is based upon the National Forum on Post-Secondary Education held in 1987 in Saskatoon, co-sponsored by the Secretary of State of Canada and the Council of Ministers of Education, Canada (CMEC).

The report includes a brief review of the National Forum's antecedents together with a summary of the federal government's education-related policies and programs, a review of the Saskatoon meetings, and the recommendations for action that emerged there plus an account of follow-up initiatives underway both at the federal level and between the Secretary of State and the CMEC.

Copies available from: Minister of Supply and Services, Cat. No. S2-188/198.

The Canadian Consumer is Back!

The *Canadian Consumer,* a monthly product-testing magazine published by the Consumers' Association of Canada, has resumed publication after a two-month delay caused by a shortage of cash.

CAC has begun tackling its debt by launching an emergency fundraising appeal directed at 17,000 of its most active supporters. In the April 1988 edition, the editor, Sally Hall, wrote, "Since the magazine does not accept commercial advertising, it must survive entirely on the money it earns through the sale of subscriptions, or through direct appeals to the public for donations."

Although the CAC receives funding from the federal government, none of this money is available to support publication of the magazine.

Subscription renewals and donations may be made by writing: Emergency Appeal, Box 9300, Ottawa, Ontario K1G 3T9.

Source: News Release (April 15, 1988). Consumers' Association of Canada, Box 9300, Ottawa, Ontario K1G 3T9, (613) 733-9450.

Consumer Advertising Kit

Proctor & Gamble has introduced a kit on consumer advertising that should be useful for any consumer economics course.

Students are introduced to the steps a company takes in planning an advertising campaign, how advertising is practiced, how advertising relates to the other steps in bringing a product to market, and what advertising does for the consumer, the advertiser and the economy; as well as careers in advertisement.

This all-Canadian kit, including a teacher's manual, class activities and student worksheets, is presented in a three-ring binder for $12.00.

To order: Write to Proctor & Gamble Inc., Educational Services Department, P.O. Box 355, Station A, Toronto, Ontario M5W 1C5.

Nutrition and Pregnancy

Health and Welfare Canada has recently released the publication *Nutrition in Pregnancy — National Guidelines.*

These *Guidelines* were developed by a Federal-Provincial Subcommittee on nutrition to provide health professionals and paraprofessionals with accurate and consistent recommendations for counselling expectant couples.

Endorsed by the Canadian Paediatric Society, Canadian Dietetic Association, Canadian Public Health Association, and four other national professional associations, these *Guidelines* will help promote good nutritional health of mothers and their infants.

Copies are available to health professionals from Health and Welfare Canada and provincial departments of health.

Source: Nutrition in Pregnancy — National Guidelines (1988). *In-Touch,* 6(II).

Beef on the Barbeque

Beef on the Barbeque is a new booklet available free of charge from your regional Beef Information Centre. This booklet covers roasting, grilling, and marinating, and includes a wide variety of recipes.

To obtain: Write to Beef Information Centre, 590 Keele Street, Dept. N.R., Toronto, Ontario M6N 3E3.

Home Canning Guide

The newly revised *Bernardin Home Canning Guide* is available to consumers for $3.00.

To order: Write to Bernardin of Canada, Ltd., 120 The East Mall, Toronto, Ontario M8Z 5V5, (416) 239-7723.

Ideas for Fabric Lovers

The Fabric Lover's Scrapbook is a collection of ideas for using up fabric scraps to create practical and attractive items. Margaret Dittman shares many of her own ideas that are illustrated in color and black-and-white and includes variations done by many designers across the country.

To order: Send cheque or money order for $15.00 (American) to the Advertising and Promotion Department, Chilton Book Company, Radnor, Pennsylvania 19089.

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18. Mann, L. (See Peterat, L.)
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25. Oakes, J. *Fur fashions from a northern perspective.* Winter, 14-15.
26. Oakes, J. *The history of beadwork in Eskimo Point, Northwest Territories.* Spring, 77-80.
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Awards
Bourses
1989

The Canadian Home Economics Association announces the following awards to outstanding home economics students, for the 1989-1990 academic year.

L'Association canadienne d'économie familiale annonce, pour l'année universitaire 1989-90, les bourses suivantes offertes à des étudiantes exceptionnelles en économie familiale.

Mary A. Clarke Memorial Scholarship — $4,000

This scholarship was established as a tribute to Mary Clarke, a valued member of the Canadian Home Economics Association, and President from 1952-1954.

For a graduate in Home Economics who is a Canadian citizen or a landed immigrant and who is undertaking graduate study proceeding to a higher degree. The award will be based on scholarship, personal qualities, past and/or potential contributions to the profession of Home Economics, and financial considerations.

Canadian Home Economics Association Scholarship Fund Award

Silver Jubilee Scholarship — $4,000

The Silver Jubilee Scholarship was established to commemorate the twenty-fifth anniversary of the founding of the Canadian Home Economics Association.

For a graduate in Home Economics who is a Canadian citizen or a landed immigrant and who is undertaking graduate study proceeding to a higher academic degree. The award will be based on scholarship, personal qualities, past and/or potential contributions to the profession of home economics, and financial considerations.

Canadian Home Economics Association Scholarship Fund Award

Nestlé Enterprises Limited — $1,000

For a graduate in Home Economics, who is a Canadian citizen or a landed immigrant and is undertaking graduate study proceeding to a higher degree. Special consideration will be given to a student undertaking post graduate study in foods. The award will be made on the basis of academic achievement, personal qualities, financial need and an intended career in the food industry.

Presented by Nestlé Enterprises Limited

Robin Hood Multifoods Limited Award — $1,000

For a graduate in Home Economics who is a Canadian citizen or a landed immigrant and is undertaking graduate study leading to an advanced degree. The award will be based on academic achievement, personal qualities, past and/or potential contribution to the Home Economics profession. Preference will be given to the person planning a career in business, in the consumer service (foods) field or food service management.

Presented by Robin Hood Multifoods Limited

A new **Award** commemorating the **fiftieth anniversary** of the founding of the Canadian Home Economics Association has been approved. The value will be $4,000.00 and it will be awarded in 1989. Details will follow.

Bourse commémorative Mary A. Clarke — 4 000 $

Cette bourse a été créée en hommage à Mary Clarke, membre éminente de l'Association canadienne d'économie familiale, et présidente de 1952 à 1954.

Elle s'adresse à une diplôme en économie familiale, citoyenne canadienne ou immigrante reçue, qui commence des études de second cycle en vue d'obtenir un diplôme supérieur. La bourse sera attribuée en fonction des résultats universitaires, des qualités personnelles, des contributions antérieures ou possibles à la profession et de la situation financière.

Bourse du Fonds des bourses d'études de l'Association canadienne d'économie familiale

Bourse du vingt-cinquième anniversaire — 4 000 $

Cette bourse a été créée pour commémorer le vingt-cinquième anniversaire de la fondation de l'Association canadienne d'économie familiale.

Elle s'adresse q une diplômée en économie familiale, citoyenne canadienne ou immigrante reçue, qui commence des études de second cycle en vue d'obtenir un diplôme supérieur. La bourse sera attribuée en fonction des résultats universitaires, des qualités personnelles, des contributions antériures ou possibles à la profession et de la situation financière.

Bourse du Fonds des bourses d'études de l'Association canadienne d'économie familiale.

Bourse des Enterprises Nestlé Limitée — 1 000 $

Destinée à une diplômée en économie familiale, citoyenne canadienne ou immigrante reçue, qui commence des études de second cycle en vue d'obtenir un diplôme supérieur. La préférence ira à une candidate dont les études sont orientées vers l'alimentation. La bourse sera attribuée en fonction des résultats académiques, des qualités personnelles, des besoins financiers et de l'intention de faire carrière dans l'industrie alimentaire.

Offerte par les Enterprises Nestlé Limitée

Bourse Robin-Hood Multifoods Limited — 1 000 $

Destinée à une diplômée en économie familiale qui est citoyenne canadienne ou immigrante reçue et qui commence des études de second cycle en vue d'un diplôme supérieur. On attribuera la bourse en fonction des résultats académiques, des qualités personnelles, des contributions antérieures ou possibles à la profession. La préférence ira à une personne qui projette de faire carrière dans les affaires, les services au consommateurs (alimentation) ou la gestion de services alimentaires.

Offerte par Robin Hood Multifoods Limited

Une nouvelle **bourse** pour commémorer le **cinquantième anniversaire** de la fondation de l'Association canadienne d'économie familiale a été crée. La valeur de cette bourse est de $4,000.00 et sera attribuée en 1989. Plus de renseignements seront disponibles.

To be eligible, applicants must be members of CHEA and the application must **be postmarked no later than January 16, 1989**. Previous CHEA scholarship winners are eligible to apply provided they continue to be enrolled in graduate study.

Application forms are available from:
Canadian Home Economics Association
901-151 Slater Street
Ottawa, ON K1P 5H3

Les candidates doivent être membres de l'ACEF. Pour être admissibles les demandes dûment remplies **doivent être envoyées au plus tard le 16 janvier 1989**, le cachet de la poste faisant foi. Les candidates ayant déjà bénéficié d'une bourse de l'ACEF sont éligibles à une bourse 1989 si elles poursuivent des études de second cycle.

Pour les formules de candidature, s'adresser à
L'Association canadienne d'économie familiale
151, rue Slater, suite 901
Ottawa, ON K1P 5H3

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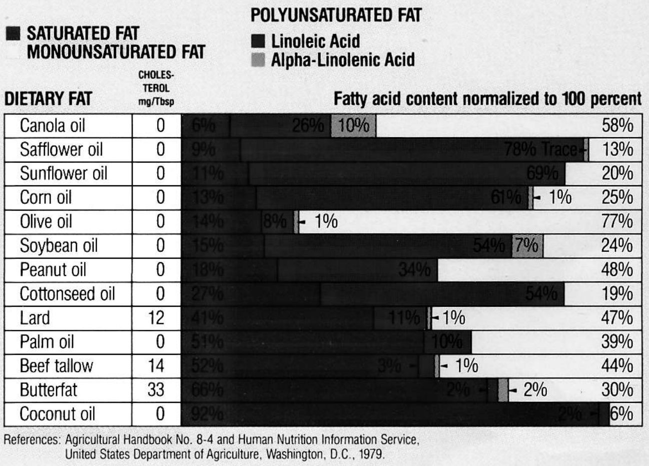

■ **SATURATED FAT**
MONOUNSATURATED FAT

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■ **Linoleic Acid**
▨ **Alpha-Linolenic Acid**

Fatty acid content normalized to 100 percent

DIETARY FAT	CHOLES-TEROL mg/Tbsp	SATURATED FAT	Linoleic Acid	Alpha-Linolenic Acid	MONOUNSATURATED FAT
Canola oil	0	6%	26%	10%	58%
Safflower oil	0	9%	78%	Trace	13%
Sunflower oil	0	11%	69%		20%
Corn oil	0	13%	61%	1%	25%
Olive oil	0	14%	8%	1%	77%
Soybean oil	0	15%	54%	7%	24%
Peanut oil	0	18%	34%		48%
Cottonseed oil	0	27%	54%		19%
Lard	12	41%	11%	1%	47%
Palm oil	0	51%	10%		39%
Beef tallow	14	52%	3%	1%	44%
Butterfat	33	66%	2%	2%	30%
Coconut oil	0	92%	2%		6%

References: Agricultural Handbook No. 8-4 and Human Nutrition Information Service, United States Department of Agriculture, Washington, D.C., 1979.

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